



# STARTUP<sup>3</sup>

## D1.1: STARTUP3 Hub Setup & Growth

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# 1 Introduction & context

For the past two years ITC has been successfully developing and implementing the DIH model within the Agrifood field. This activity will adapt this tried, tested and proven DIH model to STARTUP3. The Hub is intended to be modular/ flexible. Three (out of seven) existing DIH Agrifood services will be implemented. These services are:

→ Innovation Scouting, Technology Transfer, Matchmaking Activities with Industry: Identify promising (though not fully developed) technologies/ solutions, and solution providers (startups/ SMEs); facilitate linkages with potential preferred partners (VCs/ CVCs);

→ Cooperation with the pan-European network of Digital Innovation Hubs (DIH): Ensure that STARTUP3 is connected with the pan-European networks of DIHs and Smart Specialization S3 Thematic Platforms with complementary services. These could act as Facilitators/ network weavers for STARTUP3.

→ Living Lab: Solution providers (deep-tech startups/ SMEs) will have the possibility to present/ promote their solutions through the Living lab infrastructure.

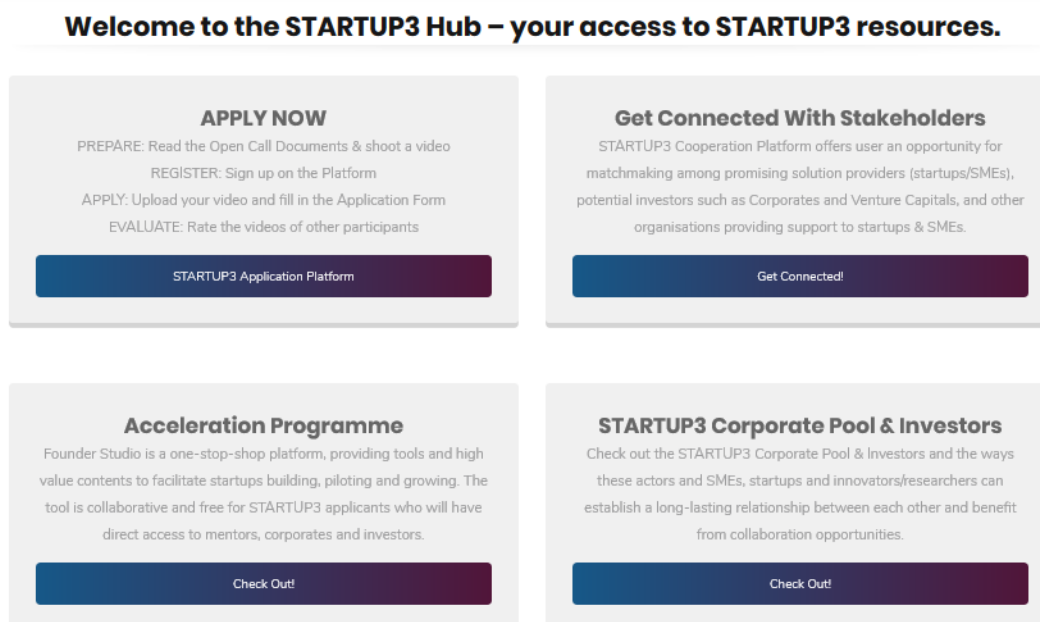


Figure 1: STARTUP3 Hub

To support all these activities Hub will consist of four pillars:

1.) STARUP3 Application platform

This platform will be used to gather solution providers (deep-tech startups / SMEs).

2.) STARTUP3 Cooperation platform

Cooperation platform will serve as a mapping tool in order to visualize the STARTUP3 ecosystem.

3.) STARTUP3 Accelerator programme

Programme will be used to scale up the existing business of selected deep-tech startups / SMEs.

4.) STARTUP3 Corporate Pool & Investors

Corporate Pool & Investors will help to facilitate linkages with potential partners (VCs / CVCs).

## 2 DIH model and services

Digital Innovation Hubs are one-stop-shops that help companies to become more competitive with regard to their business/production processes, products or services using digital technologies. They are based upon technology infrastructure (Competence Centre - CC) and provide access to the latest knowledge, expertise and technology to support their customers with piloting, testing and experimenting with digital innovations. DIHs also provide business and financing support to implement these innovations, if needed across the value chain. As proximity is considered crucial, they act as a first regional point of contact, a doorway, and strengthen the innovation ecosystem. A DIH is a regional multi-partner cooperation (including organizations like RTOs, universities, industry associations, chambers of commerce, incubator/accelerators, regional development agencies and even governments) and can also have strong linkages with service providers outside of their region supporting companies with access to their services.



Figure 2: Digital Innovation Hub – One Stop Shops

### 2.1 DIH services

The services portfolio available through Digital Innovation Hubs may be categorized under three pillars according to the model developed by EIT-KIC Trento, with the services split as shown:

- **Innovation activities**, concerned with identifying opportunities for digitisation, and developing and validating innovative solutions based on cutting-edge technology;
- **Business development**, concerned with helping companies to apply their solutions, assess the business implications, and manage the resultant changes; and
- **Skills creation**, concerned with building innovation capacity through enriching human capital.

Innovation activities	Business development	Skills creation
Awareness creation	Envisioning & strategy development	Technical training & skills development

Digital needs/maturity	Matchmaking & brokering	Business & finance training & skills development
Innovation scouting	Business coaching & mentoring	Management training & skills development
Access to specialist expertise	Start-up support	
Access to platforms & infrastructure	Access to finance	
Collaborative research		

More specifically, the principal services may be defined as follows:

- 1) **Awareness Creation around Digital Technologies:** Engage objectively and at large within the business community to create awareness of the opportunities and benefits of digitisation. This should go beyond simply disseminating information. Hubs must be evangelists, challenging companies to evaluate whether their current efforts really address global trends and threats. Only by focusing on the gap between where companies think they are and where they actually are can, they start to formulate their true needs in a way that enables them to remain competitive.
- 2) **Innovation Scouting:** Actively searching for SMEs and midcaps that could benefit from digitisation, understanding their needs and showing them through success stories how they can digitise their processes, products or business models. Channels for this outreach should include innovation scouts who are trained in innovation management; trade fairs and exhibitions; and online channels, including social media.
- 3) **Digital Maturity Assessment:** Diagnosing a company's needs and readiness in relation to digital technologies, providing feedback on its level of maturity in relation to digital technologies, and identifying potential solutions.
- 4) **Visioning and Strategy Development for Businesses:** Having identified a company's needs, work with the client to envision its digital future and develop a strategy for delivering this vision. DIHs would help to evolve companies' business models, ensuring they targeted the right combination of digital technologies, digital services, and other advanced technologies in their products. This may involve working with the client directly or directing them to further tailored help and advice within the Hub's ecosystem. In some cases, it may be necessary to bring producers and end-users together to develop a common understanding.
- 5) **Brokering/matchmaking:** Having stimulated interest in digitisation, work with companies to understand their challenges, develop a solution and propose technology and service providers that could help to implement a solution. This could be achieved through direct contact and through physical events that bring stakeholders (e.g. digital IT SMEs, user SMEs, supply chains, investors, other regions) together to network, access information, share experiences, and/or tackle innovation-related problems. Large enterprises could play a key role here, especially by helping small companies within their own supply chains. Formats include roadshows, workshops, innovation camps, and hackathons.
- 6) **Access to Specialist Expertise and Infrastructure:** Support the technology providers and users to carry out experiments and to test whether the proposed approach would indeed be beneficial for the user. At the same time these experiments can be useful for the provider that has an early customer and can adapt the technology to the needs of a certain class of user. Learning from this experience and creating a best practice which will be disseminated further will be important. The support can be:
  - providing expertise;

- providing technology building blocks on the basis of which the solution may be built;
  - providing manufacturing pilot lines to produce prototypes or first series production;
  - providing facilities that are needed for testing or providing a gateway to such facilities in other regions;
  - providing access to living labs that can validate new products/business models.
- 7) **Mentoring:** Once a successful experiment has been carried out, provide support on how to roll it out to the next level (start-up/scale-up expertise, business expertise, access to finance, incubator support services, internationalisation, marketing, market assessments, trend analysis, co-creation, value-chain creation, etc.).
  - 8) **Training:** both technical and management, for the workforce to be able to deal efficiently with the newly digitised products, processes or business models
  - 9) **Access to Funding and Investor Readiness Services:** Help for SMEs and start-ups to access regional, national and/or European funding to make use of new technologies (see below).
  - 10) **Collaborative Research on Issues of Common Interest.** Although in general DIHs are not research organisations, in certain cases applied research and development may be justified in areas of common interest for the client companies. Depending on the local circumstances, the DIH could either undertake this research directly or act as the gateway to relevant expertise within universities or RTOs.

## 2.2 Digital innovation hubs in the consortium

3 cluster organizations are part of the consortium, each of which is running regional Digital Innovation Hubs. Through our STARTUP3 Hub and through STARTUP3 Discovery Missions project will try to engage new members from different European Clusters/ DIHs. Below we are presenting three DIH's from the consortium.

### 2.2.1 DIH AGRIFOOD

Digital Innovation Hub for Agriculture and Food production (DIH AGRIFOOD) brings together Slovenian and European research and development expertise in the field of Agriculture and Food production. The network provides you with the latest knowledge on digitalization of this industry – so called “Smart Agriculture”.



Figure 3: Digital Innovation Hub for Agriculture and Food Production (DIH AGRIFOOD) & ITC cluster



The goal of DIH AGRIFOOD is to represent a One-Stop-Shop providing services to organisations in the region through a multipartner cooperation in order to provide safe, sustainable and quality food. Topics addressed by the DIH AGRIFOOD are following:



Figure 4: DIH AGRIFOOD topics

DIH AGRIFOOD vision is to become Slovenian leader in the development, technology transfer and innovative application of smart farming solutions and services in areas where it creates maximum value for Slovenian and European Agri-Food system.

Below you are able to find services from the DIH AGRIFOOD:

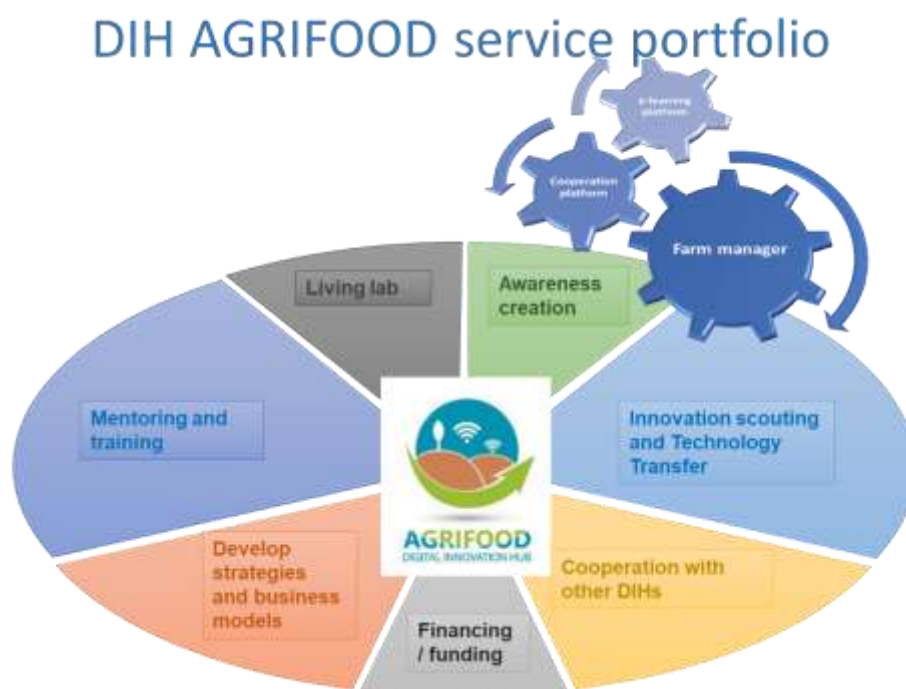


Figure 5: DIH AGRIFOOD services

## 2.2.2 Secured Communicating Solutions Cluster & Move2Digital DIH

SCS (Secured Communicating Solutions) cluster ([www.pole-scs.org](http://www.pole-scs.org)), is based in the Provence-Alpes-Côte d'Azur region, in France, and gathers more than 300 members, including companies (and 70% of SMEs), research centres and educational institutions in the fields of microelectronics, telecommunications and software, and in particular in the IoT, Big Data, Artificial Intelligence and

Digital Security. The cluster represents 60 000 jobs in these fields, 26 multinational companies, 1200 researchers in the public sector and 18 educational institutions training 1500 engineers per year.



*Figure 6: Secured Communicating Solutions cluster DIH*

Its aim is to promote the development of competitive R&D projects between all these players with the support of local communities, in order to design and develop new solutions targeting high-growth markets such as smart cities, smart homes and smart buildings, smart grids, Industry 4.0, or e-health. It also aims to contribute to the creation of an appropriate ecosystem for the overall regional ICT landscape, especially through the development of SMEs.

At regional level, SCS cluster is involved in the Industry 4.0 initiative ("Opération d'Intérêt Régional Industrie du Futur") which supports investments in factories (SMEs) through diagnoses to make them more environmentally friendly, smarter, more digital.. These diagnoses are essential for raising awareness and involving industrials in a 'smart' process. SCS cluster is partner of this initiative, essentially representing the offer of ICT solutions for smart industry.

At national level, SCS cluster is involved in the Industry 4.0 platform of the AFPC through the "Alliance pour l'Industrie du Futur" gathering industrial, technology and academic stakeholders to organise and coordinate initiatives and projects for the modernization and the transformation of the French industry.

At European level, SCS cluster is coordinating the IoT4Industry project. IoT4Industry is a 30 months project financed by the Horizon 2020 program of the European Commission. The IoT4Industry project seeks to support EU growth and competitiveness through the development of a new cross-sectoral industrial value chain based on the integration and use of IoT and related components (Digital Security, Cloud Computing, Big Data, Artificial Intelligence, Communication networks, sensors, chips, electronics component, etc.) into manufacturing tools, machines and robots, industrial processes, factories environment, supply chain, intra logistics & logistics 4.0, product life cycle, smart packaging, etc. through the cross-border collaboration between SMEs and other RDI actors of the ICT and advanced manufacturing sectors.

At global level, SCS cluster is involved in the Industrial Internet Consortium, an open membership organization, with more than 250 members. The IIC was formed to accelerate the development, adoption and widespread use of interconnected machines and devices and intelligent analytics.

Services provided by SCS cluster:

- Ecosystem building, scouting, brokerage, networking
- Visioning and Strategy Development for Businesses
- Collaborative Researchs
- Testing and validation
- Digital Maturity Assessment
- Market intelligence
- Education and skills development



Pôle SCS also coordinates the Move2Digital Digital Innovation Hub which is the one stop-shop for SMEs of various applicative sectors present in the SUD region in France. The DIH englobes a variety of organisations including industrial clusters representing vertical sectors (aerospace, energy, chemicals, agrifood), education and training organizations and RTOs such as for instance INRIA in particular in the Artificial Intelligence domain, key member of the INTERDISCIPLINARY INSTITUTE OF ARTIFICIAL INTELLIGENCE OF NICE SOPHIA ANTIPOLIS - 3IA selected at national level) platforms, experts in industrialisation, and funding organisation (banks, VCs, regional authority).

Thanks to the digitalization expertise provided to companies, its goal is:

- To enable our ecosystem in generating "industry first" technological advances through collaborative projects.
- To accelerate SMEs and mid-caps growth in helping them to be prepared, to improve their competitiveness and position in their markets, thanks to the usage of secure digital technologies in their processes (including manufacturing ones for cost effective small-scale production), business models or products; the use of Artificial intelligence expertise is one of the key elements of targeted competitiveness increase.
- To develop a network of international partners (DIH, clusters, industries) by boosting the adoption of digital solutions in industrial sectors and through international cooperation.

On top of the services and products offered by the SCS cluster which are the main resource center of this digital initiative, Move2Digital is offering thanks to its members, additional services (both to SCS members, to sectorial clusters members) such as but not limited to: strategy development, education and skills development, digital maturity assessment, business competencies and coaching, finance, mentoring, accelerator support.

Move2Digital DIH website: [www.move2digital.eu](http://www.move2digital.eu)

Move2Digital is registered as a fully operational DIH in the EC's DIH Catalogue.

### **2.2.3 Latvian IT cluster DIH**

Latvian IT Cluster DIH makes the cross-industry collaboration work, helping IT and other industries come together and unleash the potential of corporate innovations. As a community we encourage industries to become more digital and promote the innovation culture in the Latvian business scene through access to cross-industry expertise, such as market insights, human capital and new product/prototype development.

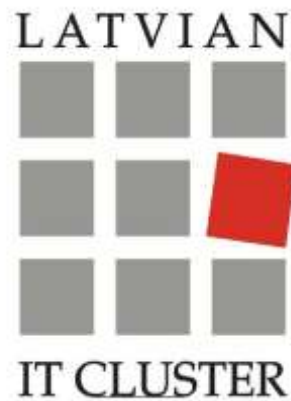


Figure 7: Latvian IT cluster DIH

LITC DIH vision is to be the go-to partner in digitalisation projects, playing a major role in increasing the competitiveness of Latvian companies in the global markets.

Latvian IT Cluster implements the national Smart Specialization Strategy, developed in Latvia, to support economic transformation and move towards the production of goods and services of a higher added value and more efficient use of resources with ICT being one of the core knowledge specialization areas. It also relates to Latvian National Industrial Policy Guidelines 2014 -2020 to promote structural changes in economy by increasing the role of industry, introducing innovations and innovation culture, modernizing industry and services and export sophistication.

Latvian IT Cluster agenda also aligns with the RIS3 strategies to promote a smart, sustainable and inclusive economy. It focuses on the Smart Specialisation Platform for Industrial Modernisation (S3P-Industry) and Agri-Food (S3P Agri-Food), digitalizing industries and making them more productive and effective. Through an active participation of industry and related business organisations such as clusters, research institutions, academia and civil society, our activities relate to adapting new approaches in digital transformation and innovation process and increasing the digital literacy of employees at all business levels.

Services provided by the DIH:

- Awareness creation
- Ecosystem building, scouting, brokerage, networking
- Visioning and Strategy Development for Businesses
- Concept validation and prototyping
- Digital Maturity Assessment
- Voice of the customer, product consortia
- Market intelligence
- Mentoring
- Education and skills development

### 3 STARTUP3 HUB and modules

In order to support the activities of the project and to further develop the Digital Innovation Hubs of the clusters in the consortium, project decided to develop the STARTUP3 HUB, which is supported by the 4 pillars. Below we are presenting each of the module in more details:


### 3.1 STARTUP3 application platform

**Welcome to the STARTUP3 Hub – your access to STARTUP3 resources.**

The screenshot shows a grid of four cards. The top-left card, titled 'APPLY NOW', is circled in red. It lists three steps: 'PREPARE: Read the Open Call Documents & shoot a video', 'REGISTER: Sign up on the Platform', and 'APPLY: Upload your video and fill in the Application Form', followed by 'EVALUATE: Rate the videos of other participants'. Below the text is a dark blue button labeled 'STARTUP3 Application Platform'. The top-right card, 'Get Connected With Stakeholders', describes the STARTUP3 Cooperation Platform's matchmaking services and includes a 'Get Connected!' button. The bottom-left card, 'Acceleration Programme', describes the Founder Studio platform and includes a 'Check Out!' button. The bottom-right card, 'STARTUP3 Corporate Pool & Investors', describes the corporate pool and includes a 'Check Out!' button.

Figure 8: STARTUP3 Application platform – how to select

STARTUP3 Application platform will serve in order to gather the applications for the open call, but on other hand it will also serve as a platform for building the ecosystem of deep-tech startups, since all applicants will be included into the STARTUP3 ecosystem supported by partners, among which the most important part will play the three clusters, which are running their digital innovation hubs. All the applicants will be also included into the STARTUP3 cooperation platform in order to make them visible on the map.



**Application Form**
[FAQ](#)

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(required)


Are you SME according to the Commission Recommendation 2003/361/EC and the SME user guide? (required)

Yes, I am a registered SME


No, I am not a registered SME yet, but I will proceed with the registration when I am selected as one of beneficiaries.

I agree to receive information about other Open Calls and funding opportunities








I accept all terms and conditions defined in STARTUP3 Guide for Applicants and I give my consent to STARTUP3 consortium to collect my personal data (required)



Contact Email:  
evaluation@startup3.eu



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*Figure 9: STARTUP3 Application platform – presentation*

## 3.2 STARTUP3 cooperation platform

**Welcome to the STARTUP3 Hub – your access to STARTUP3 resources.**

**APPLY NOW**

PREPARE: Read the Open Call Documents & shoot a video  
REGISTER: Sign up on the Platform  
APPLY: Upload your video and fill in the Application Form  
EVALUATE: Rate the videos of other participants

STARTUP3 Application Platform

**Get Connected With Stakeholders**

STARTUP3 Cooperation Platform offers user an opportunity for matchmaking among promising solution providers (startups/SMEs), potential investors such as Corporates and Venture Capitals, and other organisations providing support to startups & SMEs.

Get Connected!

**Acceleration Programme**

Founder Studio is a one-stop-shop platform, providing tools and high value contents to facilitate startups building, piloting and growing. The tool is collaborative and free for STARTUP3 applicants who will have direct access to mentors, corporates and investors.

Check Out!

**STARTUP3 Corporate Pool & Investors**

Check out the STARTUP3 Corporate Pool & Investors and the ways these actors and SMEs, startups and innovators/researchers can establish a long-lasting relationship between each other and benefit from collaboration opportunities.

Check Out!

Figure 10: STARTUP3 Cooperation platform – how to select

STARTUP3 Cooperation Platform offers user an opportunity for matchmaking among promising solution providers (startups/SMEs), potential investors such as Corporates and Venture Capitals, and other organisations providing support to startups & SMEs.

The cooperation platform is building upon the knowledge and services developed under the DIH AGRIFOOD, where they have developed the networking platform based on expert facilitation, which is used to support implementing services. The platform is called AGRIFOOD COOPERATION PLATFORM.

STARTUP3 COOPERATION PLATFORM is a mapping tool, where we insert and display all relevant:

1. Organizations,
2. Projects,
3. Thematic Networks,
4. Products and services,

5. Living lab cases / DEMOS.
6. Digital Innovation Hubs (DIHs),
7. STARTUP3/SME support

We use this data for European target groups (Startups, SMEs, business support organizations and others) but we also include networking with other European DIHs, projects and Thematic Networks. Our goal is to identify and build upon the STARTUP3 transnational network, covering all European countries.

If you are interested in being a part of the STARTUP3 COOPERATION PLATFORM you can register through the following link: <https://startup3.itc-cluster.com/> (click the “Register yourself” button) and provide as many information as you can. You can also provide description of your products and services, which are used in the specific sector.

### 3.3 STARTUP3 acceleration programme

**Welcome to the STARTUP3 Hub – your access to STARTUP3 resources.**

**APPLY NOW**

PREPARE: Read the Open Call Documents & shoot a video  
 REGISTER: Sign up on the Platform  
 APPLY: Upload your video and fill in the Application Form  
 EVALUATE: Rate the videos of other participants

[STARTUP3 Application Platform](#)

**Get Connected With Stakeholders**

STARTUP3 Cooperation Platform offers user an opportunity for matchmaking among promising solution providers (startups/SMEs), potential investors such as Corporates and Venture Capitals, and other organisations providing support to startups & SMEs.

[Get Connected!](#)

**Acceleration Programme**

Founder Studio is a one-stop-shop platform, providing tools and high value contents to facilitate startups building, piloting and growing. The tool is collaborative and free for STARTUP3 applicants who will have direct access to mentors, corporates and investors.

[Check Out!](#)

**STARTUP3 Corporate Pool & Investors**

Check out the STARTUP3 Corporate Pool & Investors and the ways these actors and SMEs, startups and innovators/researchers can establish a long-lasting relationship between each other and benefit from collaboration opportunities.

[Check Out!](#)

Figure 11: STARTUP3 Acceleration programme – how to select

STARTUP3 Acceleration programme will be done through Founder Studio, which is a one-stop-shop platform, providing tools and high value contents to facilitate startups building, piloting and growing. The tool is collaborative and free for STARTUP3 applicants who will have direct access to mentors, corporates and investors.



Figure 12: Acceleration programme – Founder studio



Through the Founder studio, project will implement its mentorship program, where selected applicants will go through three stages:

- 1.) Best Potential Funnel
- 2.) Ideation 2 Product
- 3.) Product to Market

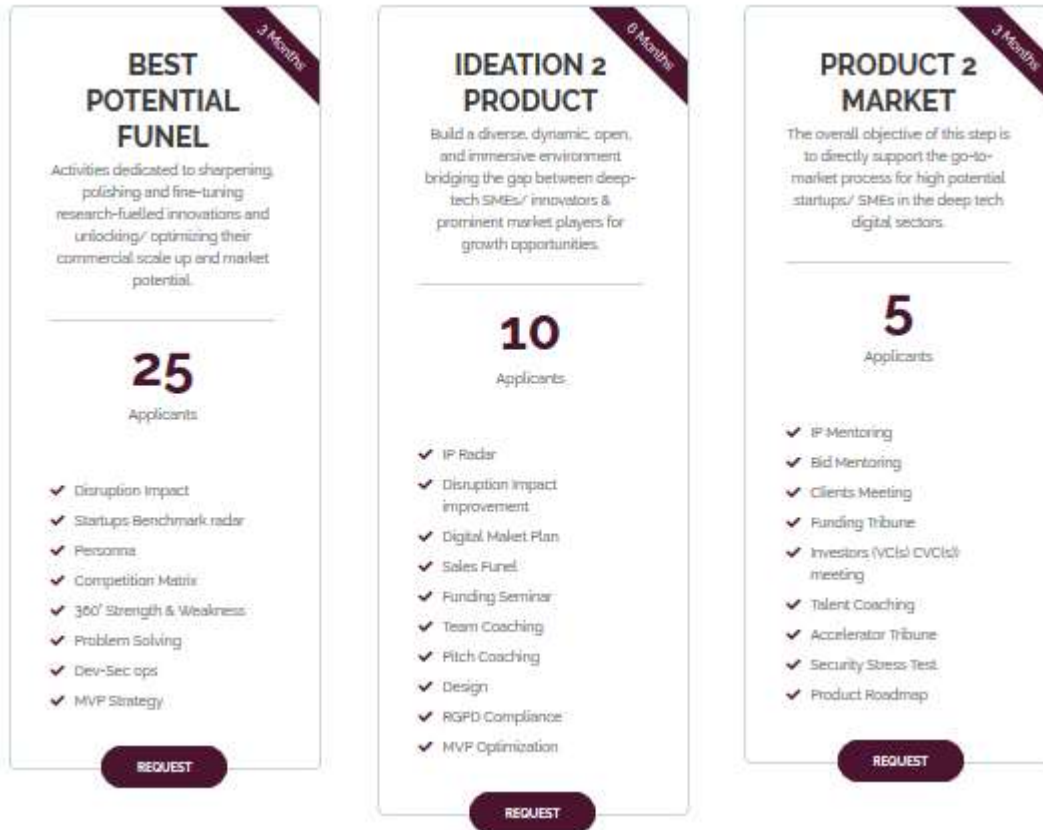


Figure 13: STARTUP 3 mentorship program

### 3.4 STARTUP3 Corporate Pool & Investors

**Welcome to the STARTUP3 Hub – your access to STARTUP3 resources.**

**APPLY NOW**

PREPARE: Read the Open Call Documents & shoot a video  
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 EVALUATE: Rate the videos of other participants

STARTUP3 Application Platform

**Get Connected With Stakeholders**

STARTUP3 Cooperation Platform offers user an opportunity for matchmaking among promising solution providers (startups/SMEs), potential investors such as Corporates and Venture Capitals, and other organisations providing support to startups & SMEs.

Get Connected!

**Acceleration Programme**

Founder Studio is a one-stop-shop platform, providing tools and high value contents to facilitate startups building, piloting and growing. The tool is collaborative and free for STARTUP3 applicants who will have direct access to mentors, corporates and investors.

Check Out!

**STARTUP3 Corporate Pool & Investors**

Check out the STARTUP3 Corporate Pool & Investors and the ways these actors and SMEs, startups and innovators/researchers can establish a long-lasting relationship between each other and benefit from collaboration opportunities.

Check Out!

Figure 14: STARTUP3 Corporates Pool & Investors – how to select

STARTUP3 Corporate Pool & Investors is one of the most important tools, since it is connecting deep-tech startups with Corporates and Investors, gathered around project partners and their ecosystems. By entering the Corporate pool & investors you will experience ways these actors and SMEs, startups and innovators/researchers can establish a long-lasting relationship between each other and benefit from collaboration opportunities.

Currently there are 14 corporates and 4 investors included in the pool, while project partners are connecting new ones regularly in order to have as many of them available when the mentorship program will start.

Figure 15: Corporates pool & Investors

## 3.5 Other modules

In addition to the main 4 pillars, project partners decided to add also two supporting pillars:

- STARTUP3 events
- Startup Europe Initiative

### 3.5.1 STARTUP3 events

This section is devoted to all the events that will be happening under the umbrella of STARTUP3 project. Project is planning to organize 4 different events withing the lifetime of the project.



#### 1) Cluster corporate assemblies

There are 2 Cluster-Corporate Assembly planned, where STARTUP3 teams will pitch their deep-tech products/services. One is planned after the 1<sup>st</sup> phase of the project will be finished, where 25 applicants will be reduced to 10. Second is planned to take place after the end of the 2<sup>nd</sup> phase of the project in order to identify final 5 projects.



#### 2) Ecosystem Discovery Missions

There will be 3 Ecosystem Discovery Missions organized within the project, where each of them will be hosted by one of the clusters in the project, meaning that they will be organized in France, Latvia and Slovenia. Ecosystem Discovery Missions will act as cross sector/border matchmaking agents and a supporting framework for upscaling within each of the 5 ecosystems and beyond.



### 3) Innovation Challenges – Hackathons

Innovation Challenges will be used to ignite, fuel and blow the creation of new market driven solutions. They will be in most cases co-organized with other events of the project such as Ecosystem Discovery Missions or Cluster corporate assemblies or project meetings.



### 4) Mini Missions

Mini Missions will be used to allow for immersive discussions and networking opportunities - cross-cluster/ border. Along these Mini-Missions we aim to exploit synergies with projects/ initiatives with the similar objective in mind; hence, many of these will be co-hosted or comanaged with sister initiatives and other relevant organizations.

## 3.5.2 Startup Europe Initiative

Startup Europe is an initiative of the European Commission, which falls under its priority of the ‘Digital Single Market’.



The main objectives of Startup Europe are to:

- Connect people such as startups, investors, accelerators, female entrepreneurs, corporate networks, universities and #EUTechWriters through our array of networks. The Startup Europe Map that connects all startup players in the European ecosystems is part of this.
- Connect local startup ecosystems by supporting regional initiatives such as Startup Europe Week or Startup Europe Regions Network.

- Celebrate entrepreneurs' success (Techallstars, Europioneers and StartUp Europe Awards).

STARTUP3 project is acting as an ambassador of the Startup Europe, where the main goal is to:

- actively contribute to the visibility of Startup Europe by acting as a key information point in their countries about Startup Europe activities or by connecting the Startup Europe team with relevant stakeholders from their local startup field;
- gather feedback and provide innovative insight to the European Commission's Startup Europe team with the objective of improving the activities of this initiative.

## 4 Future activities

In the future plan is to further develop and support the development of the STARTUP3 Hub by expanding the ecosystem and promoting the project and Startup Europe initiative.

In the first phase the goal is to mainly use the application platform in order to collect/attract as many deep-tech startups as possible, while also providing them the opportunity for matchmaking with help of cooperation platform.

In next phase of the project, the plan is to use the acceleration program by connecting deep-tech startups with mentors from project partners and different corporates and investors gathered around the corporate pool. Below you can find 6 steps of the STARTUP3 Accelerator:

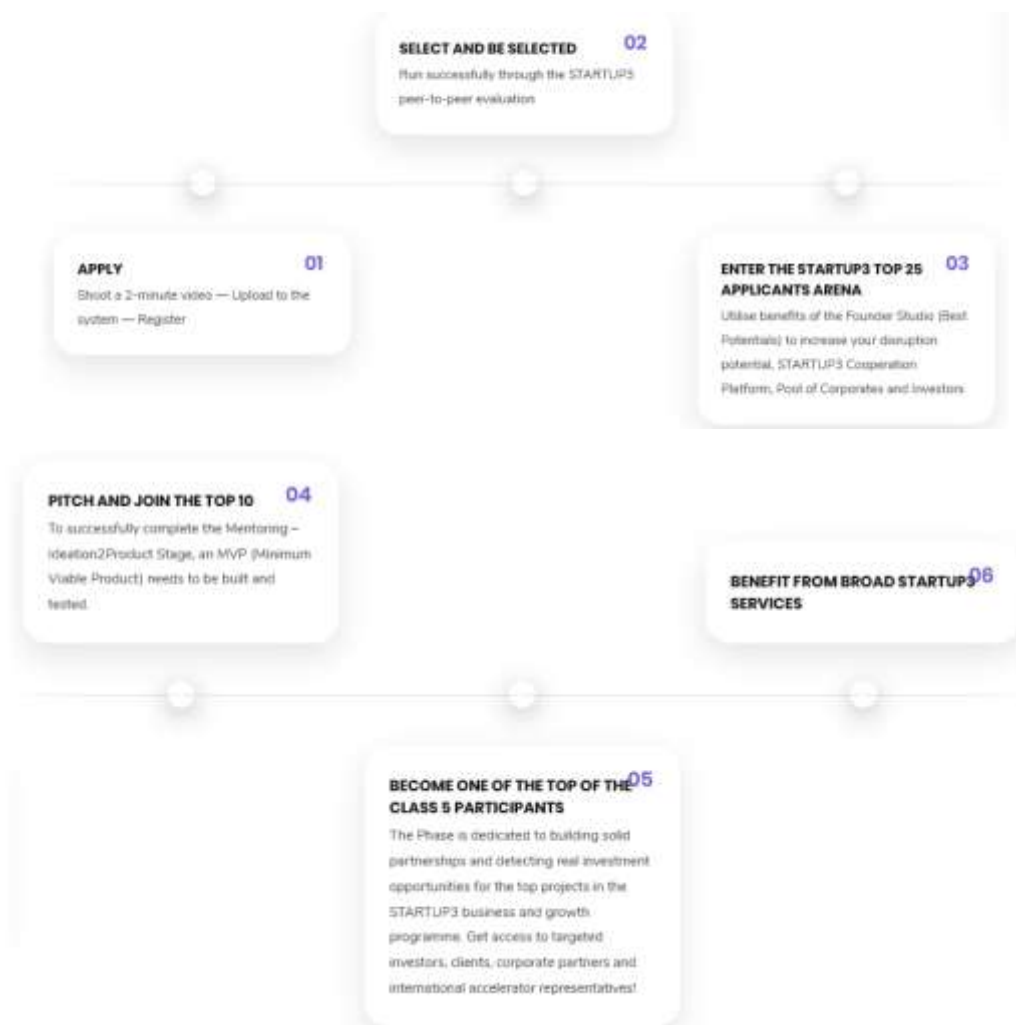


Figure 16: STARTUP3 Accelerator – How It Works In 6 Steps