



COMMUNITY SETUP

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Executive Summary

The TARGET-X community, built on FundingBox Communities' proprietary Spaces framework, aims to establish a vibrant and participatory web-based platform for stakeholders on the Internet of Things (IoT) area. The community facilitates cooperation, knowledge sharing, and commercial prospects within the IoT ecosystem. Individuals in specific fields may use Spaces to locate partners, network with colleagues and specialists, and gain helpful knowledge on best practices and market trends.

The TARGET-X community adopts a thorough approach to achieve its goals to create a community where project stakeholders may connect to communicate, coordinate, cooperate and exchange knowledge while receiving support for their Open Call application. To keep users involved with the community, success stories and/or testimonial interviews from FSTP initiatives will be organized on a regular basis.

This document contains the key points to achieve those goals through a growth hacking strategy, as well as its target audience, the structure and the current state of the community. This involves using supporting partners and consortia networks to spread the community across Europe, conducting social media campaigns and engaging events, and implementing growth hacking tactics. Freelancers will generate SEO (Search Engine Optimization)-optimized content, which ambassadors will promote on social media to spark community activation and attract stakeholders.



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List of Acronyms and Abbreviations

- IoT - Internet of Things
- SEO - Search Engine Optimization
- URL - Uniform Resource Locator



1 Introduction

To enhance collaboration and knowledge sharing, the TARGET-X community uses Spaces, a proprietary platform owned and maintained by FundingBox Communities. Spaces is an interactive web-based platform, that encourages stakeholder interaction and provides helpful information on best practices and industry trends. It provides individuals working in specific fields with the tools needed to interact with partners, network with peers and experts, share ideas, and explore business prospects by providing access to relevant information. TARGET-X is part of the IOT community in Spaces, the homepage is shown in Figure 1 below.

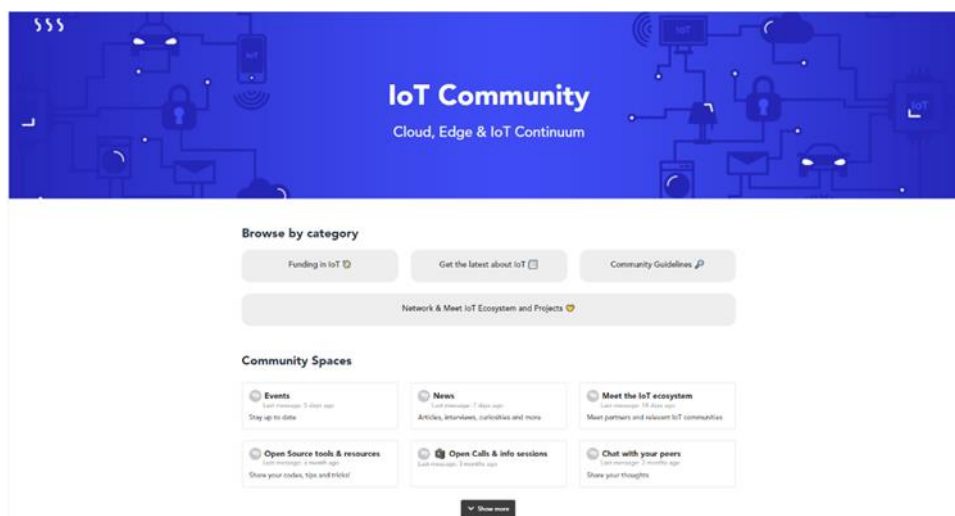


Figure 1 Homepage of the IOT Community (<https://spaces.fundingbox.com/c/iot-edge-community>)

The TARGET-X community serves as a virtual gathering place and knowledge-sharing centre for the project's target audiences and consortium members. Its primary purpose is to act as a bridge for startups, supporting them in obtaining funding through TARGET-X while simultaneously giving access to investment opportunities and offering all the support needed during the open call application process through a dedicated helpdesk.

We aim to create a thriving online community that brings together all stakeholders on the Internet of Things (IoT) sector, encouraging diversity. We hope to support the European IoT ecosystem by providing members with an excellent forum for exchanging ideas, promoting the creation of best practices, and reducing fragmentation and hurdles throughout the whole value chain. We want to improve efficiency and creativity through this joint effort while promoting a uniquely European approach to IoT innovation. The TARGET-X community strives to be a primary reference point and meeting place for Europeans interested in IoT, with the ultimate objective of establishing a genuinely European IoT platform that gathers at least 400 interacting users.

1.1 Objective of the community & value proposition

As stated in the grant agreement, "the Community goal is to build a bridge for the entire 5G/6G ecosystem by creating a cross-border community which will foster the interactions among disruptive startups, scale-ups, researchers and investors in the 5G/6G domain at EU level. It will be done by transforming the traditional static dissemination and communication activities into something tangible and dynamic as a lively, rich, and dynamic community of relevant stakeholders,

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fostering them to interact, chat, exchange knowledge, find synergies, and get value from a community of peers in the 5G/6G domain. In order to get it, a Growth Hacking Strategy will be defined to attract and retain users along the project."

The primary objective is to create a vibrant community that encourages cooperation, produces synergies, and curates relevant material and information. The secondary goal is to turn Open Call candidates into active community members during and after the Open Call period. This may be accomplished by effectively disseminating community material while considering the project budget. A growth hacking approach will be developed to support this process, which will be covered in full later in this document.

We intend to create a one-of-a-kind platform for stakeholders to exchange information and efficiently cooperate. Our community is dedicated to promoting breakthrough IoT applications and solutions throughout Europe, providing a growth and innovation-friendly environment. Members may benefit from many resources by sharing their skills, experiences, and information through our online platform.

Our website provides various valuable resources, such as expert advice, industry news, lessons, tools, and resources. It is a hub for networking and cooperation among those interested in IoT. Individuals may receive access to vast information, keep updated about the newest breakthroughs in the area, improve their skills and comprehension, and acquire a competitive advantage by becoming community members.



2 Structure of the TARGET-X community

2.1 Community structure

Spaces have been built to make community communications, collaboration, and content sharing as easy as possible, and it includes a slew of features to help nurture and expand communities. Within the different clusters that can be found in spaces, it has been decided to bet on creating a new environment for the Internet of Things due to the future sustainability potential that this new market includes. By gathering new related projects in the community under the umbrella of this thriving industry, we want to ensure the long-term sustainability of the community against project communities whose life expectancy rarely goes beyond the project duration.

The community was set with the following structure:

- Funding in IoT (Get to know the latest Open Calls & Funding Opportunities and receive support): This space serves as a helpdesk and notification board for the open calls of the projects we have integrated into the community. Open Call applicants are redirected here for any questions or concerns arising during the application process. For more information, see Figure 2 below.
- Get the latest information about IoT (The latest IoT trends): This is the space dedicated to offering helpful information and resources to our members and supporting the dissemination efforts of the task forces related to our ecosystem.
- Community Guidelines (Have a smooth onboarding to this community!): This space guides members through all the community's features and options.
- Network & Meet IoT Ecosystem and Projects: This space has a double purpose. On the one hand, it acts as a marketplace where members can feature their expertise and their personal or business career, and on the other, it offers a chat space where they can interact.

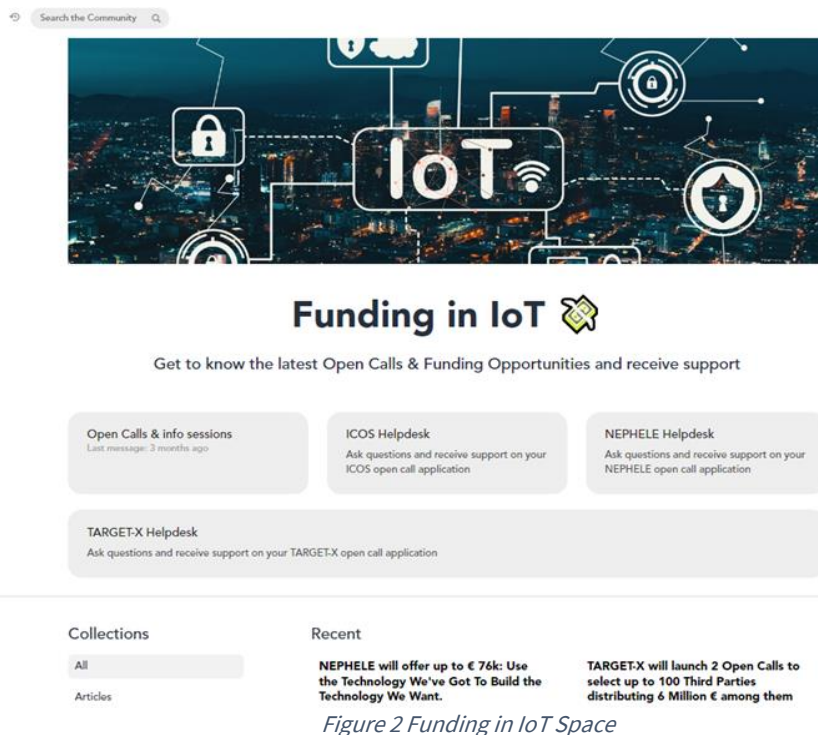


Figure 2 Funding in IoT Space



3 Community target audiences

Several actions will be carried out to broaden the reach of the TARGET-X target population. One of these efforts is forming a supporting partners program, which will engage important organizations in the 5G/6G industry interested in collaborating with the project in a mutually advantageous manner. Several helpful partners will be sought to help spread the community throughout Europe. Efforts will also be made to connect with the networks of the consortium partners, leveraging their influence and involvement to maximize stakeholder participation and community effect.

Social media campaigns and an ambassador's program will be planned to extensively distribute to the community inside the 5G/6G ecosystem to drive the community's growth throughout the project. These campaigns will use 'Growth Hacking strategies' to maximize their impact. Interactive events such as Q&A sessions and webinars on 5G/6G will be offered to engage the audience. Actors reached by these activities will be asked to join the TARGET-X community, where they can readily access information and engage with key stakeholders. These activities will be critical in developing a vibrant and engaged community.

Target Audience	Mechanism	Channels
Disruptive startups, scale-ups	Exclusive industry content selected between hundreds of thousands of topics in the industry with SEO	The main pool of startups and scale-ups will be given by the dissemination activities of the project's open calls. In addition, scouting agency services will be hired to reach as many companies as possible and ensure a high quality of participants. Freelancers will be hired to write about carefully selected topics to ensure their impact will also be disseminated with an SEO strategy on the project's social networks to ensure their dissemination and attract people to the community. They will also be evaluated for social media campaigns.
Researchers	Whitepapers, events	Through the publication of the most technical content of the project and other related ones through whitepapers, researchers interested in the industry will be attracted. This will also be supported by a supportive partners program aimed at cross-dissemination of the community on the website and social media. Stakeholder mapping and contacting will also be used to reach potential new community members through email and newsletters.
Investors	Marketplace, events, news	The curated content that demonstrates having the most significant reach in online positioning will also be disseminated on social networks through an ambassador program, ensuring the dissemination of this content by people with great reach or reputation in the industry.

Table 1 Target Audience



4 Growth hacking strategy

As per Grant Agreement the Growth hacking acquisition and activation activities will be implemented to make the community grow by targeting the right audience. A stakeholders mapping will be defined and potential supportive partners will be contacted to invite them to cooperate with the project in a win-win cooperation mode.

Growth hacking is a business practice that aims to produce consistent, scalable, and long-term growth for organizations. It focuses on the adoption of creative ideas and methods that are data-driven and aimed at achieving quick and effective results. The growth hacking strategy also includes an expansion hacking strategy that, as opposed to standard marketing tactics, focuses on uncovering unorthodox possibilities to generate expansion, using limited resources, and optimizing effect. Experimentation, data analysis, optimization, and viral marketing strategies are used by growth hacking to gain and retain customers, enhance engagement, and achieve significant commercial outcomes in a short amount of time.

Applied to the community, it is a set of marketing techniques and strategies to provide long-term sustainability and viability to the community beyond the project's life cycle. The content strategy will be divided into four phases, which will overlap over time, ensuring the frequency of content that is both entertaining and with sufficient academic depth to attract and keep new users of any level of expertise.

4.1 Launching

In the launch phase and throughout the lifetime of the community, FundingBox will make sure to post actively and cover those categories that receive fewer posts. This has been seen in the first weeks of the community's life with 37 publications so far.

Generally, the published content in the launching phase will be divided into content related to funding opportunities and lighter and more entertaining for stakeholders. See Figure 3 below for an overview of the content published so far.

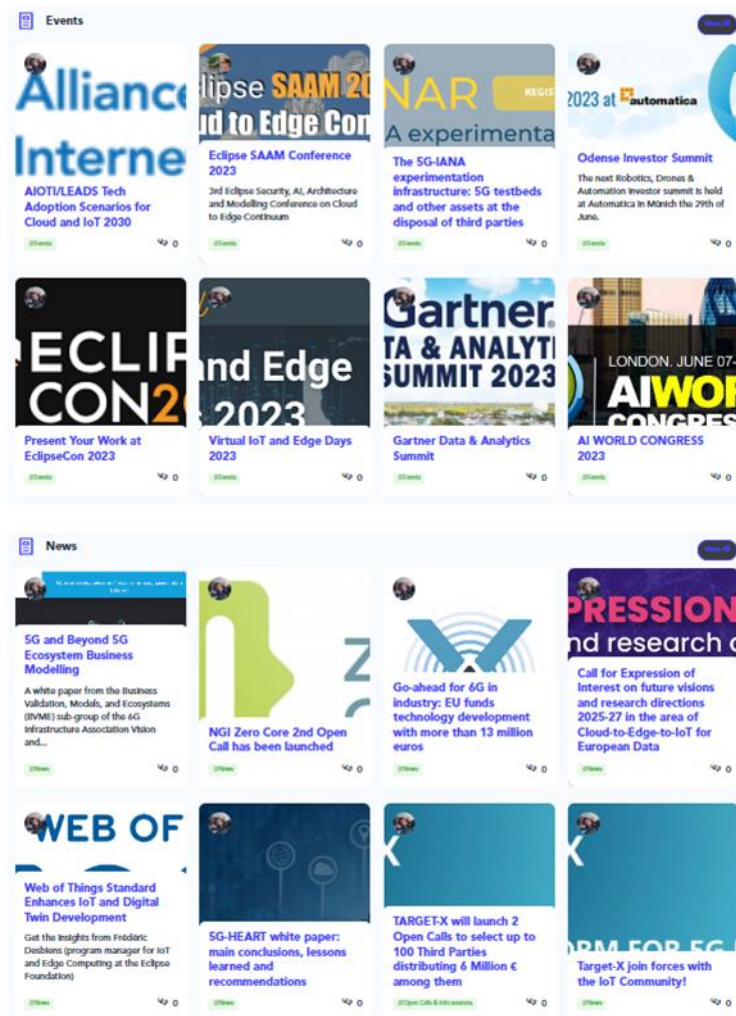


Figure 3 Overview of published news and events

4.2 General content

In the second phase, the content calendar for the expected articles from the partners involved in the community-building work package was sent. With this content, we will start publishing articles based on the extensive experience of the partners that compose the work package that intends to attract both the attention of SMEs and researchers and begin to involve partners in the management and activities of the community.

Two posts will be required of them throughout the duration of the project. The posting order will be established by the order in which they appear in the Grant Agreement. Their participation and quality content is ensured by requiring few publications based on their expertise.

4.3 Technical content selection

With the help of an advanced SEO strategy for technical content, the best possible topics for writing articles that attract industry stakeholders to our community have been established from hundreds of thousands of potential online searches on the project topics. This includes pondering topics, subtopics, search volume, difficulty, topic efficiency, and content ideas.



In addition, a strategy has been developed and optimized to improve the SEO of the project's website. It includes the identification and possible solutions to different web problems such as difficult content reading, pages with little content, URL issues, lack of meta description, etc.

Establishing key themes and SEO will be essential in the next phase of the strategy.

4.4 Technical content activation

Freelancers will be hired as part of the community expansion plan to produce articles on the best SEO-ranking subjects. These articles will be meticulously designed to increase search engine exposure and organic traffic. The purpose is to deliver helpful material corresponding to common search queries about the community's interests.

The ambassador's program will increase exposure and initiate community activation. Ambassadors are those who are enthusiastic about the community's goals and prepared to share the content on their social networks. Ambassadors will be an organic way to increase interest and engagement and draw stakeholders to the community by sharing the articles with their followers and networks.

This strategy combines the power of SEO to drive organic traffic with the influence of ambassadors to increase awareness and engage potential community members. The community aims to raise awareness, recruit stakeholders, and cultivate active engagement by using freelancers for quality content creation and ambassadors and social media campaigns for social media marketing.



5 Summary and conclusions

The TARGET-X community aims to create an inclusive and collaborative platform for European IoT stakeholders. The community provides its members with various tools, resources, and networking opportunities using the Spaces platform. The goal is to encourage information exchange, boost innovation, and reduce fragmentation and hurdles along the IoT value chain.

A proactive approach is displayed by the plan to strengthen reach and community growth through supporting partners, social media campaigns, and growth hacking approaches. SEO-optimized content written by freelancers and promoted by ambassadors on social networks may attract stakeholders, build interaction, and foster a vibrant community.

Furthermore, plenty of significant communities have connections with TARGET-X's topics in different sectors, including manufacturing (Smart Manufacturing), energy (PLATOON, I-ENERGY), construction (Tech Match, InterConnect), and automotive (Smart and Connected Mobility Community). These online communities will be engaged in encouraging their members to join the TARGET-X community while obtaining details regarding the project's Open Calls. A stakeholder mapping document will also be created and executed to guarantee that the project and its outputs are widely distributed.