

Deliverable 2.3.

Deliverable title

D2.3. – Catalogue of S4AI_HUB Services

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STP Nis	Coordination, service integration and dissemination	Coordinator; consolidation of D2.3; user journey and service model; alignment with Annex 1, S4AI_HUB website and KPI reporting logic; WP1 coordination and WP6 communication/visibility link.
CDT	Digital transformation diagnosis and planning	WP2 / T2.2 service input: Digital Maturity Assessment, Digital Bootcamp and Digital Transformation Strategy Support; diagnostic and planning layer of the service portfolio.
IVI	Skills, training and AI infrastructure access	WP3 / T3.1-T3.3 service input: EDIH Academy, training catalogue and skills services; access route to the National AI Platform and AI-related expertise for user capacity building.
ICEF	TBI, experimentation and AI/digital validation	WP2 / T2.1 and WP4 / T4.1-T4.6 service input: AI matchmaking platform, Test Before Invest framework, Experimentation Lab, AI Lab and Startups Open Innovation Lab.
ICT Hub	Access to Finance and investment readiness	WP5 / T5.1-T5.4 service input: Access to Finance, investment readiness, funding source mapping, grant/project preparation support, feasibility support and Test Before Buying / Promo Days logic.
NI-CAT Cluster	Cluster outreach, industry networking and skills support	WP2 and WP3 contribution: cluster and industry outreach, ecosystem networking, cybersecurity and digital skills support, and connection with companies from the advanced technology community.
STP Cacak	Regional outreach and ecosystem connection	WP2 contribution: regional innovation ecosystem outreach, regional beneficiary pipeline, matchmaking support and dissemination of S4AI_HUB service opportunities outside the main innovation centres.

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EXECUTIVE SUMMARY

This deliverable presents the S4AI_HUB Catalogue of Services, prepared as D2.3 within WP2 - Innovation ecosystem and networking. The purpose of the catalogue is to translate the project service logic from the Description of Action into a user-oriented and reporting-ready list of EDIH services available through S4AI_HUB.

The catalogue is not a promotional brochure and not only a list of project activities. It is an operational document that describes what S4AI_HUB offers, which user problem each service addresses, who can use the service, what input is required from the user, what output the user receives, which partner capacities are used, and how each service is reported through the EDIH KPI framework.

The service portfolio is structured around five service blocks:

- Digital Transformation Diagnosis and Planning: Digital Maturity Assessment, Digital Bootcamp and Digital Transformation Strategy Support.
- Skills and Trainings / EDIH Academy: a structured training portfolio developed through D3.1, including 24 course concepts across AI, cybersecurity, cloud services, digital business analytics, Green ICT and specialised startup/finance topics.
- Test Before Invest and Technology Validation: validation of digital and AI solutions before investment, including AI Lab, Experimentation Lab, Living Lab and National AI Platform access.
- Access to Finance and Investment Readiness: funding readiness, financing source mapping, project/investment narrative support, feasibility preparation and Test Before Buying formats.
- Ecosystem, Matchmaking and EDIH Network Access: structured referrals, brokerage, connection with experts, labs, investors, technology providers, EDIHs and innovation ecosystem actors.

The catalogue follows the KPI reporting logic used in S4AI_HUB. Each service is mapped to an EDIH category such as Test Before Invest, Digital Skills and Training, Support to Find Investment, Ecosystem and Networking or EDIH Network strengthening. This makes the catalogue usable not only for beneficiaries, but also for project monitoring, evidence collection and periodic reporting.

1. ABBREVIATIONS AND ACRONYMS

Abbreviation / Acronym	Description
S4AI_HUB	Serbian European Digital Innovation Hub on Artificial Intelligence.
D	Deliverable
AI	Artificial Intelligence.
T	Task
KPI	Key Performance Indicators
M&E	Monitoring and Evaluation
DTA	Digital Transformation Accelerator
EU	European Union
GA	Grant Agreement
SME	Small and Medium Enterprises
DEP	Digital Europe Programme
EDIH	European Digital Innovation Hubs
KO	Key Objective
DMA	Digital Maturity Assessment
ECCP	European Cluster Collaboration Platform
TBI	Test Before Invest
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
AMD	Advanced Micro Devices
CEO	Chief Executive Officer
NALED	National Alliance for Local Economic Development
STEM	Science, technology, engineering, and mathematics
ROI	Return on investment
EIT	European Institute of Innovation and Technology
JOIST	JOIST Innovation Park Larissa, Greece
PMO	Project management office
VC	<i>Venture capital</i>
VR	Virtual Reality
IoT	Internet of Things
RCC	Regional Cooperation Council
INNDIH	Valencia Region Digital Innovation Hub
CROBOHUB.AI	Croatian Robotics Digital Innovation Hub

2. Purpose and Scope of the Catalogue

The purpose of D2.3 is to provide a common service reference for the consortium and for external users. The catalogue supports four practical functions:

- User orientation: organisations can understand which service fits their current problem and what they can expect as a concrete output.
- Consortium coordination: partners can see how their capacities fit into the overall S4AI_HUB service pathway and how services connect across work packages.
- KPI reporting: each service relates to an EDIH reporting category and evidence requirement.
- Future marketplace logic: the catalogue provides a structured basis for service discovery, online presentation and matchmaking through S4AI_HUB channels and future digital tools.

The catalogue is intended for SMEs, mid-caps, startups, public sector organisations, research and innovation actors, business support organisations, technology providers, investors and other EDIH ecosystem stakeholders. It covers both directly user-facing services and enabling services that help beneficiaries access expertise, infrastructure, finance or relevant partners.

3. Methodology and Sources Used

The catalogue was prepared by consolidating project, partner and public information into a single service format. The following sources were used:

- Annex 1 - Description of the Action, especially the service logic for Innovation ecosystem and networking, Skills and Training, Test Before Invest and Support to Find Investment.
- Instructions sent to partners for preparation of the S4AI_HUB service catalogue, defining the required fields and partner responsibilities.
- CDT service input for Digital Maturity Assessment, Digital Bootcamp and Digital Transformation Strategy Support.
- IVI training catalogue and D3.1 - Catalogue of courses created, including the training methodology, skills need analysis and course portfolio.
- S4AI_HUB website service pages, including the public service descriptions and listed service values.
- Example of an EDIH service catalogue used as a structural benchmark.
- National AI Platform programme note, used for the AI infrastructure access service.
- Application form and infrastructure description used for identifying Living Lab, prototyping, TBI and ecosystem capacities.
- KPI reporting format and M6/M12/M18 monitoring logic, used for mapping services to reporting categories and evidence requirements.
- Access to Finance case notes for companies, used to define practical A2F service outputs and user needs.

The service cards use a standard format: service name, EDIH category, lead partner/contributors, target users, user problem addressed, activities, required user input, output, format and duration, access route, KPI link, reporting evidence and follow-up service. This standardisation is intended to reduce ambiguity in both service delivery and reporting.

4. S4AI_HUB Service Model and User Journey

S4AI_HUB is organised as a one-stop-shop service pathway, not as a collection of unrelated activities. The user journey is designed to move an organisation from initial interest to diagnosis, capability building, validation, financing and implementation follow-up.

Stage	User question	S4AI_HUB service response	Typical output
1. Entry point	Where do we start?	Website, public call, event, partner referral, direct intake	User profile and initial need identified
2. Diagnosis	What is our current digital position?	DMA and/or initial interview	Scorecard, benchmark, priority gaps
3. Capacity building	What should our team understand before investing?	Digital Bootcamp and EDIH Academy trainings	Skills, awareness, project idea, training evidence
4. Planning	What should we implement first?	Digital Transformation Strategy Support / roadmap	Prioritised roadmap and implementation logic
5. Validation	Will this solution work before we invest?	TBI, AI Lab, Experimentation Lab, Living Lab, usability test	PoC/test report, go/no-go recommendation
6. Financing	How do we finance implementation?	Access to Finance, funding mapping, pitch/grant support	Financing route, concept note, pitch/application inputs
7. Follow-up	How do we measure progress and scale?	Repeat DMA, matchmaking, EDIH network, open innovation	Updated maturity, partners, next services

The entry point is flexible. A startup may enter through Launcher or open innovation activities, an SME through public call through DMA or Innovation Camp, a public sector organisation through a digital transformation needs. The pathway is then adapted to the user's maturity, sector, available data, management commitment and investment readiness.

5. Portfolio of Services - Overview

The overview table maps the S4AI_HUB service offer to the EDIH categories used for reporting. Services are grouped by user need rather than by internal work package only.

No.	Service	Service block	Lead / delivery route	Target users	Access status	User output	KPI category
S1	Digital Maturity Assessment (DMA)	Diagnosis and planning	CDT / S4AI_HUB	SMEs, mid-caps, startups, public sector	Available	DMA scorecard, benchmark and recommendations	DMA / Ecosystem entry point
S2	Digital Bootcamp	Skills / capacity building	CDT with S4AI_HUB partners	SMEs and public sector teams after intake/DMA	Available through cohort / call	Digital project idea, internal capacity building, TBI task basis	Digital Skills and Training
S3	Digital Transformation Strategy Support	Advisory / roadmap	CDT / S4AI_HUB	Organisations with DMA result and management commitment	Available after DMA	Roadmap, priorities, implementation logic	Ecosystem / advisory support
S4	EDIH Academy: Skills and Trainings	Digital Skills and Training	IVI with consortium trainers	SMEs, startups, public sector, professionals	Available through programme calendar	Training participation, learning outcomes, materials	Digital Skills and Training
S5	Test Before Invest - Digital Transformation Validation	Test Before Invest	ICEF / S4AI_HUB technical partners	SMEs and public sector users adopting external solutions	Available through TBI intake / call	Feasibility test, go/no-go recommendation, validation report	Test Before Invest
S6	Test Before Invest - New Product and Service Validation	Test Before Invest	ICEF, IVI, STP Nis, labs	Startups, SMEs and tech teams developing solutions	Available through TBI intake / call	PoC/prototype validation, technical feedback, next-step plan	Test Before Invest
S7	Digital Usability Test and Improvement	Test Before Invest	S4AI_HUB technical partners	Organisations testing digital tools in real use	Available through TBI intake	Usability test findings and improvement recommendations	Test Before Invest
S8	AI Lab - AI Prototyping and Validation	Test Before Invest / AI support	IVI / S4AI_HUB	AI startups, SMEs, public sector, R&D teams	Available through use-case selection	AI use-case validation, prototype/PoC support, expert feedback	Test Before Invest / EDIH network
S9	Access to National AI Platform	AI infrastructure access	IVI / STP Nis / Gov IT cooperation	AI/ML startups and teams with compute-intensive needs	Continuously open intake	Access request and validated use of GPU/HPC resources	Test Before Invest / AI support
S10	Experimentation Lab - Digital Technology Testing	Test Before Invest	ICEF / academic and technical partners	SMEs, startups and public sector with digital technology tests	Available through use-case selection	Technical validation, testing plan, recommendations	Test Before Invest
S11	Startups Open Innovation Lab	Open innovation / TBI pipeline	STP Nis / S4AI_HUB partners	Startups, teams, challenge owners, technology providers	Available through challenge formats	Open innovation selection, mentoring, matchmaking, pilot route	Ecosystem and Networking / TBI pipeline
S12	Access to Finance: Funding Readiness and Source Mapping	Support to Find Investment	ICT Hub	SMEs, startups, mid-caps, innovation teams	Available through intake	Funding readiness assessment and financing route	Support to Find Investment

No.	Service	Service block	Lead / delivery route	Target users	Access status	User output	KPI category
S13	Access to Finance: Project, Investment and Grant Preparation	Support to Find Investment	ICT Hub	Beneficiaries with defined digitalisation or innovation need	Available through advisory process	Concept note, pitch narrative, application roadmap	Support to Find Investment
S14	Feasibility Support for Investment Cases	Support to Find Investment	ICT Hub / S4AI_HUB experts	Companies preparing investment, grant or product cases	Available after initial assessment	Feasibility logic, market/technical/financial assumptions	Support to Find Investment
S15	Test Before Buying / Promo Days	Investment and market validation	ICT Hub with S4AI_HUB partners	Technology providers and potential users	Planned twice per year after first year	Solution presentation, buyer feedback and networking	Support to Find Investment / Ecosystem
S16	Ecosystem Matchmaking and EDIH Network Access	Ecosystem and Networking	STP Nis / consortium	SMEs, startups, public sector, labs, investors, EDIHs	Available through events, platform and partner network	Introductions, brokerage, network access, referrals	Ecosystem and Networking / EDIH Network

6. Infrastructure and Service Enablers

The service portfolio is supported by existing infrastructure, institutional capacities and partner networks. In this catalogue, infrastructure is treated as a service enabler: it is linked to the type of testing, validation, training or advisory support that can be provided to users.

Capacity infrastructure /	How it supports services	Main service links
STP Nis Living Lab and innovation community	Provides a real-environment validation setting for software tools, digital products and startup solutions. The application form describes prior Living Lab use cases such as AidLine, Scheme and Beehold.	TBI, Digital Usability Test, Startups Open Innovation Lab, Ecosystem Matchmaking
IVI AI expertise and AI prototyping capacity	Supports AI use-case validation, prototype creation, knowledge-base development, AI model review and practical application of AI in business and public sector contexts.	AI Lab, TBI, EDIH Academy, National AI Platform Access
National AI Platform	High-performance AI infrastructure in the State Data Centre in Kragujevac, including NVIDIA DGX A100 systems, GPU resources, model training/testing, large dataset processing, batch processes and simulations. Access is facilitated for eligible AI/ML teams for development and experimental use.	AI Lab, TBI, AI infrastructure access, startup support
ICEF experimentation and technical validation capacity	Provides expertise for digital technology testing, IT technologies, IoT, robotics, cybersecurity, software and advanced digital tools. It supports feasibility testing and technical validation before investment.	Experimentation Lab, TBI, Digital Usability Test
CDT diagnostic and transformation methodology	Provides DMA, benchmarking, digital transformation readiness analysis, structured recommendations and roadmap support. CDT input refers to extensive experience with SMEs and certified digital transformation consultants.	DMA, Digital Bootcamp, Digital Transformation Strategy Support
ICT Hub investment and startup finance expertise	Supports funding readiness, financing source mapping, investor/grant narrative development, pitch preparation and feasibility logic for digitalisation and innovation cases.	Access to Finance, Test Before Buying, startup support
S4AI_HUB partner and associated partner network	Provides access to companies, sectoral experts, labs, universities, regional innovation centres, clusters, other EDIHs and international cooperation opportunities.	Ecosystem Matchmaking, EDIH Network Access, Open Innovation

7. Detailed Service Catalogue

7.1 Digital Transformation Diagnosis and Planning

S1. Digital Maturity Assessment (DMA)

Field	Description
EDIH service category	Diagnosis and assessment / EDIH entry point
Lead / contributors	CDT, with S4AI_HUB coordination
Target users	SMEs, mid-caps, startups and public sector organisations that need an objective view of their digital readiness.
Estimated value / user fee	1,200 EUR value / 0 EUR user fee
Access route	Available through S4AI_HUB intake, public calls or partner referral. Public website value: 1,200 EUR; user fee: 0 EUR.
KPI reporting link	DMA / Ecosystem entry point; also used as baseline for TBI and follow-up measurement.
Evidence for reporting	DMA questionnaire, attendance/meeting evidence, DMA report, service record, sector and beneficiary type.

User problem addressed: Organisations often invest in tools without understanding their real maturity gaps. DMA prevents fragmented and low-value digitalisation by creating a baseline before further support.

What the service includes: Guided DMA questionnaire and interview with management; assessment of digital strategy, human-centred digitalisation, data and connectivity, automation and AI, green digitalisation; benchmark and interpretation of results.

Required input from the user: Management availability, basic company data, information on existing systems/processes and willingness to discuss current maturity honestly.

Output for the user: Digital maturity scorecard, benchmark, profile by dimensions, written recommendations and a measurable baseline for future progress assessment.

Format and indicative duration: Guided interview/workshop of 60-90 minutes, online or in person, followed by report preparation and presentation. Indicative total cycle: 1-2 weeks.

Recommended next step: Digital Bootcamp, Digital Transformation Strategy Support, Test Before Invest or Access to Finance, depending on the result.

S2. Digital Bootcamp

Field	Description
EDIH service category	Digital Skills and Training / capacity building
Lead / contributors	CDT with relevant S4AI_HUB partners and experts
Target users	Owners, managers and key employees of SMEs and public sector organisations, especially after DMA or initial intake.
Estimated value / user fee	Fully discounted for eligible users
Access route	Available through cohort-based calls, DMA follow-up or S4AI_HUB programme intake.
KPI reporting link	Digital Skills and Training; can also feed TBI pipeline.
Evidence for reporting	Participant list, agenda, training materials, attendance record, feedback, short report.

User problem addressed: Many organisations cannot define or implement digitalisation projects because internal teams do not understand the possibilities, risks, sequence of steps or vendor language.

What the service includes: Practical workshops adapted to the level and sector of participants; work on real company challenges; digital tools, data, automation, basic AI, process digitalisation and digital project preparation; tasks and mentoring between sessions.

Required input from the user: Dedicated time of participants, management support, and one or two real organisational challenges that can be worked on during the bootcamp.

Output for the user: Improved internal capacity, better understanding of digital opportunities, first project idea or TBI task basis, and practical tools that can be used by the team.

Format and indicative duration: Modular programme over several sessions, delivered online, in person or hybrid.

Recommended next step: Digital Transformation Strategy Support or TBI project preparation.

S3. Digital Transformation Strategy Support

Field	Description
EDIH service category	Advisory / transformation roadmap
Lead / contributors	CDT with S4AI_HUB experts
Target users	Organisations that completed DMA and need a management-level roadmap for implementation.
Estimated value / user fee	Fully discounted for eligible users
Access route	Available after DMA and management commitment.
KPI reporting link	Ecosystem / advisory support; can support TBI and Access to Finance.
Evidence for reporting	Strategy/roadmap document, workshop record, expert report, service record.

User problem addressed: Without a roadmap, digitalisation remains a sequence of disconnected purchases. Organisations need to connect business goals with technology priorities, resources and expected effects.

What the service includes: Analysis of DMA results and business objectives; definition of priority areas; mapping of digital initiatives; roadmap with phases, responsibilities, resources and possible financing routes; alignment workshop with management.

Required input from the user: Completed DMA or equivalent diagnostic input, management commitment, business goals, available process/system data and decision-makers for roadmap validation.

Output for the user: Written digital transformation strategy or roadmap with priorities, implementation sequence, indicative resources and links to further services or financing.

Format and indicative duration: Advisory process combining workshops and expert work. Indicative duration: several weeks depending on complexity.

Recommended next step: TBI validation, Access to Finance, training plan or implementation partner matchmaking.

7.2 Skills and Trainings / EDIH Academy

S4. EDIH Academy - Skills and Trainings

Field	Description
EDIH service category	Digital Skills and Training
Lead / contributors	IVI with S4AI_HUB consortium trainers and expert contributors
Target users	SMEs, startups, public sector organisations, professionals, managers, technical teams and support staff.
Estimated value / user fee	500 EUR/person value / 0 EUR user fee
Access route	Available through programme calendar, calls, DMA follow-up, bootcamp or partner referral. Public website value: 500 EUR per person; user fee: 0 EUR.
KPI reporting link	Digital Skills and Training.
Evidence for reporting	Agenda, participant list, attendance, training materials, evaluation, report and sector/beneficiary data.

User problem addressed: The skills gap is a major barrier to AI and digital transformation. The D3.1 needs analysis shows that companies require both foundational and advanced training in AI, cybersecurity, cloud, digital business, Green ICT and financing/innovation topics.

What the service includes: Delivery of structured training programmes from the S4AI_HUB course catalogue. Courses are grouped into Digital Business and Analytics, AI in Business, Green ICT, Cybersecurity, Cloud Services, AI in Industrial Processes and Production and Specialised Training.

Required input from the user: Participant profile, prior knowledge level, organisational need, preferred format and availability. Some advanced courses require basic programming, data or domain knowledge.

Output for the user: Training participation, learning materials, practical exercises, improved knowledge and recommended next step. For some courses, outputs include a draft pitch, use case, compliance plan, prototype exercise or training assignment.

Format and indicative duration: Online, in-person or hybrid. Duration ranges from 4 hours to multi-day modules, depending on the course.

Recommended next step: Advanced training, TBI use-case development, Access to Finance or specialised advisory support.

The S4AI_HUB training catalogue is based on D3.1 and includes 24 course concepts. The service is delivered as a flexible training portfolio: not all users need the full catalogue. Courses are selected according to maturity, sector, role and follow-up needs identified through DMA or intake.

Training domain	Purpose in the service portfolio	Examples of course topics
Digital Business and Analytics	Support organisations in turning data into operational insight and better decisions.	Satellite imagery analytics; dashboards; business analytics; data-driven monitoring.
AI in Business	Help users understand, regulate and apply AI in business and public sector processes.	RAG agents, AI regulation, AI in tourism, fundamentals of AI, NLP, AI and data protection.
Green ICT	Link digital technologies with sustainability, carbon footprint management and ESG reporting.	Carbon footprint management, AI in ESG, Green Digital business models, AI and ESG fundamentals.
Cybersecurity	Build basic-to-intermediate security awareness and risk management capacity.	Cybersecurity basics, security procedures, risk awareness.
Cloud Services	Support understanding of cloud, e-commerce infrastructure, 5G and digital infrastructure.	NoSQL/cloud, e-business infrastructure, 5G smart city applications.
AI in Industry and Production	Support application of AI/ML in production, supply chain and operations.	AI and machine learning, AI for supply chain and operations, materials/welding advisory training.
Specialised Training	Support startups, innovation, finance, IP and commercialisation readiness.	Access to Finance, IP protection, Innovation School, Launcher, Start-up School.

7.3 Test Before Invest and Technology Validation

S5. TBI - Digital Transformation Validation

Field	Description
EDIH service category	Test Before Invest
Lead / contributors	ICEF with S4AI_HUB technical partners, including STP Nis, IVI and external/lab capacities as needed
Target users	SMEs and public sector organisations that want to test an external digital or AI-enabled solution before investing.
Estimated value / user fee	12,430 EUR value / 0 EUR user fee
Access route	Available through TBI expression of interest and public call / selection process. Public website value: 12,430 EUR; user fee: 0 EUR.
KPI reporting link	Test Before Invest.
Evidence for reporting	Application form, eligibility decision, TBI plan, testing evidence, report, beneficiary data, sector, pilot output.

User problem addressed: Organisations often do not know whether a vendor solution, software platform, AI tool or automation system will work in their real environment. TBI reduces investment risk before procurement or implementation.

What the service includes: Definition of the use case; technical and business validation plan; identification of suitable providers/internal capacities; testing in a lab, living lab or real operational context; assessment of expected benefits and constraints.

Required input from the user: Defined business problem, existing process/system information, available data, description of the proposed solution or vendor option, responsible person and access to the test environment.

Output for the user: TBI validation report, technical feasibility assessment, business value assessment, recommendation for implementation, adaptation or no-go.

Format and indicative duration: Pilot/testing process. The public website refers to experiments through AI Lab, Experimentation Lab or Startups Open Innovation Lab over 3-6 months depending on scope.

Recommended next step: Access to Finance, procurement/implementation roadmap, further testing or repeat DMA.

S6. TBI - New Product and Service Validation

Field	Description
EDIH service category	Test Before Invest / innovation validation
Lead / contributors	ICEF, IVI, STP Nis Living Lab and relevant labs/experts
Target users	Startups, SMEs, research teams and technology providers developing new digital products or services.
Estimated value / user fee	Covered within TBI / 0 EUR user fee for eligible users
Access route	Available through TBI call, startup programme, open innovation challenge or S4AI_HUB intake.
KPI reporting link	Test Before Invest / Innovation ecosystem pipeline.
Evidence for reporting	Prototype description, testing plan, mentor/expert report, test evidence, final recommendation.

User problem addressed: Innovators need to test proof-of-concept, prototype feasibility and market applicability before committing to full development or commercialisation.

What the service includes: Support in defining the prototype or proof-of-concept, technical feasibility check, validation of functionality and applicability, access to expert feedback, living lab testing and recommendations for product development.

Required input from the user: Description of product/service, prototype maturity, target users, technical requirements, validation objective and available data or test version.

Output for the user: Prototype/PoC validation feedback, feasibility recommendation, next development steps and potential connection to open innovation, investors or early users.

Format and indicative duration: Individual support depending on product maturity and test scope; can be linked with Living Lab or AI Lab.

Recommended next step: Open innovation, investor readiness, National AI Platform access or further prototype development.

S7. Digital Usability Test and Improvement

Field	Description
EDIH service category	Test Before Invest / usability validation
Lead / contributors	S4AI_HUB technical partners and domain experts
Target users	Organisations testing usability and real-world value of digital tools, software platforms or AI-enabled services.
Estimated value / user fee	3,000 EUR value / 0 EUR user fee
Access route	Available through TBI intake and selection. Public website value: 3,000 EUR; user fee: 0 EUR.
KPI reporting link	Test Before Invest.
Evidence for reporting	Test plan, user feedback, screenshots/logs where relevant, usability report, improvement recommendations.

User problem addressed: A solution may be technically functional but not useful, usable or compatible with real business processes. This service validates usability before wider adoption.

What the service includes: Testing of the digital solution in a real or realistic environment; parallel comparison with existing workflows; collection of user feedback; identification of usability, integration and adoption issues; improvement recommendations.

Required input from the user: Working version of the solution, target user group, use scenario, baseline process and access to users/test environment.

Output for the user: Usability findings, improvement recommendations, evidence of projected benefits and implementation readiness assessment.

Format and indicative duration: Up to six months according to public service description, depending on use case complexity.

Recommended next step: Improvement sprint, procurement/implementation decision or Access to Finance.

S8. AI Lab - AI Prototyping and Validation

Field	Description
EDIH service category	Test Before Invest / AI support
Lead / contributors	IVI with S4AI_HUB partners
Target users	AI startups, SMEs, public sector organisations, R&D teams and innovators using AI, ML, NLP, computer vision, generative AI or analytics.
Estimated value / user fee	Covered within relevant S4AI_HUB service / 0 EUR user fee for eligible users
Access route	Available through TBI/AI Lab intake, training follow-up, startup support or partner referral.
KPI reporting link	Test Before Invest / Digital Skills where training is included.
Evidence for reporting	AI use-case brief, expert notes, PoC/prototype evidence, validation report.

User problem addressed: Many organisations have AI ideas but lack expert validation of data readiness, model choice, feasibility, performance, risks and integration requirements.

What the service includes: AI use-case review; data and model feasibility assessment; prototype/PoC support; knowledge base and RAG concept support; technical review of AI workflows; guidance on responsible and practical AI implementation.

Required input from the user: AI use case, available data or documents, target workflow, expected output, constraints, technical environment and responsible team.

Output for the user: AI feasibility feedback, prototype or PoC support, data/model recommendations, risk and next-step assessment.

Format and indicative duration: Expert-based support, workshops and technical validation; format depends on use case.

Recommended next step: National AI Platform access, advanced training, TBI pilot, Access to Finance or Innovation Radar follow-up.

S9. Access to National AI Platform

Field	Description
EDIH service category	AI infrastructure access / experimentation support
Lead / contributors	IVI and S4AI_HUB network, in cooperation with the national AI infrastructure access process
Target users	AI/ML startups and technology teams developing compute-intensive products, services or R&D solutions.
Estimated value / user fee	No additional user cost within approved access and available capacity
Access route	Available through S4AI_HUB / IVI route and national validation process. Resources are intended for development, experimentation and research use, not permanent production hosting.
KPI reporting link	Test Before Invest / AI support / EDIH infrastructure access.
Evidence for reporting	Expression of interest, validation record, access approval, use case description, evidence of resource use where applicable.

User problem addressed: AI teams often need GPU and high-performance infrastructure for model training, testing, large dataset processing, batch jobs or simulations, but cannot afford dedicated infrastructure at early stages.

What the service includes: Facilitation of access to the National AI Platform for eligible teams; support in defining the intended use of compute resources; preparation of access request; guidance through validation and use instructions.

Required input from the user: Description of AI/ML project, development phase, expected workload, planned use of GPU/HPC resources, dataset/model requirements and team capacity.

Output for the user: Validated access pathway to AI infrastructure, instructions for use and the possibility to use GPU/HPC resources for development and experimental work, within available capacity.

Format and indicative duration: Continuous intake. Access is approved for a defined period; the programme note refers to three-month access with possible extension request.

Recommended next step: AI Lab validation, prototype development, TBI, advanced training or investment readiness.

S10. Experimentation Lab - Digital Technology Testing

Field	Description
EDIH service category	Test Before Invest / experimentation
Lead / contributors	ICEF with academic, laboratory and technical partners
Target users	SMEs, startups and public sector organisations testing digital technology, IoT, robotics, cybersecurity, software or automation solutions.
Estimated value / user fee	Covered within TBI / 0 EUR user fee for eligible users
Access route	Available through TBI pathway and partner referral.
KPI reporting link	Test Before Invest.
Evidence for reporting	Test plan, lab/expert notes, test results, final report.

User problem addressed: Users need a structured environment to verify technical feasibility, integration requirements, cybersecurity or performance of a digital solution before investment.

What the service includes: Definition of test objective; selection of lab, expert or infrastructure; technical testing; performance/compatibility/security review; documentation of findings and recommendations.

Required input from the user: Use case, technical specifications, existing systems, test data, prototype or solution description and desired validation criteria.

Output for the user: Technical validation report, feasibility assessment, limitations and recommended next steps.

Format and indicative duration: Project-based support; duration depends on test scope and available infrastructure.

Recommended next step: Digital usability test, Access to Finance, implementation planning or further R&D support.

S11. Startups Open Innovation Lab

Field	Description
EDIH service category	Open innovation / innovation pipeline
Lead / contributors	STP Nis with S4AI_HUB partners and regional network
Target users	Startups, innovation teams, companies with challenges, public sector challenge owners and technology providers.
Estimated value / user fee	Fully discounted for eligible participants
Access route	Available through open innovation calls and challenge formats.
KPI reporting link	Ecosystem and Networking; can feed Test Before Invest.
Evidence for reporting	Call documentation, team list, evaluation results, mentoring record, event evidence.

User problem addressed: Challenge owners need access to relevant solutions, while startups need real problems, feedback and possible pilot opportunities.

What the service includes: Open call/challenge design, selection of teams or solutions, mentoring, matchmaking with challenge owners, presentation, expert feedback and referral to TBI, Access to Finance or partner networks.

Required input from the user: Startup/solution description or challenge statement, maturity level, target problem, pilot interest and team availability.

Output for the user: Open innovation participation, expert feedback, business connections, pilot or follow-up pathway.

Format and indicative duration: Challenge/event-based format. Can be linked with Forum of Advanced Technologies and regional open innovation events.

Recommended next step: TBI validation, investor readiness, EDIH network matchmaking, soft-landing or partnership follow-up.

7.4 Access to Finance and Investment Readiness

S12. Funding Readiness and Source Mapping

Field	Description
EDIH service category	Support to Find Investment
Lead / contributors	ICT Hub with S4AI_HUB partners
Target users	SMEs, startups, mid-caps and innovation teams that need to finance digitalisation, product development or innovation projects.
Estimated value / user fee	2,000 EUR value / 0 EUR user fee
Access route	Available through S4AI_HUB Access to Finance intake. Public website value: 2,000 EUR; user fee: 0 EUR.
KPI reporting link	Support to Find Investment.
Evidence for reporting	A2F assessment note, company profile, recommended sources, advisory record.

User problem addressed: Beneficiaries often know they need investment but cannot determine whether grants, subsidies, loans, venture capital, business angels, corporate funds or other instruments are appropriate.

What the service includes: Assessment of financing need, maturity and project type; mapping of potential funding sources; identification of grant/subsidy/loan/investment options; recommendation of financing route.

Required input from the user: Business description, investment need, maturity stage, financial assumptions, product/service description and previous financing experience.

Output for the user: Funding readiness assessment, shortlist of relevant financing routes and recommended next actions.

Format and indicative duration: Individual advisory support, usually following initial intake, DMA, startup programme or TBI preparation.

Recommended next step: Project/investment narrative support, feasibility support or pitch/grant preparation.

S13. Project, Investment and Grant Preparation Support

Field	Description
EDIH service category	Support to Find Investment
Lead / contributors	ICT Hub with expert contributors where needed
Target users	Beneficiaries with a defined project, digitalisation need, innovation pipeline or startup/product case.
Estimated value / user fee	Covered within Access to Finance service / 0 EUR user fee
Access route	Available after initial A2F assessment or through startup/Innovation Camp follow-up.
KPI reporting link	Support to Find Investment.
Evidence for reporting	Concept note, pitch/application draft, advisory report, meeting evidence.

User problem addressed: A good idea is often not financeable until it is translated into a clear value proposition, business case, concept note, pitch or grant narrative.

What the service includes: Support in defining value proposition, target market, problem size, financing need, business model, benefits, expected results, consortium/partner logic where relevant and application/pitch structure.

Required input from the user: Defined project or product idea, information on market/users, cost assumptions, team data, expected impact and available documentation.

Output for the user: Concept note, pitch narrative, improved investment/grant story, action plan for application or investor communication.

Format and indicative duration: Individual advisory process; may include workshops, document review and pitch practice.

Recommended next step: Application submission, investor meeting, feasibility study or TBI validation.

S14. Feasibility Support for Investment Cases

Field	Description
EDIH service category	Support to Find Investment / feasibility preparation
Lead / contributors	ICT Hub with S4AI_HUB technical/business experts
Target users	Companies preparing investment cases for digitalisation, software development, energy-efficiency platforms, innovation projects or new products.
Estimated value / user fee	Covered within Access to Finance service / 0 EUR user fee
Access route	Available after A2F assessment, DMA or TBI pipeline.
KPI reporting link	Support to Find Investment.
Evidence for reporting	Feasibility note, advisory report, evidence of review and recommendations.

User problem addressed: Funders and investors require credible assumptions on market demand, technical feasibility, risks, costs and benefits. Many companies need support before applying.

What the service includes: Assessment of product/project maturity, market indicators, technical and financial assumptions, risks, alternatives, implementation needs and business model fit.

Required input from the user: Project description, target customers/users, current development stage, expected investment amount, cost structure, technical assumptions and market evidence.

Output for the user: Feasibility logic, identified weaknesses, financeable narrative elements, recommended improvements and next steps for funding preparation.

Format and indicative duration: Individual advisory support; duration depends on case maturity and documentation.

Recommended next step: Grant/subsidy/loan application, pitch deck, TBI or implementation roadmap.

S15. Test Before Buying / Promo Days

Field	Description
EDIH service category	Support to Find Investment / market validation
Lead / contributors	ICT Hub with S4AI_HUB partners
Target users	Technology providers, startups, SMEs, potential customers, investors and financing actors.
Estimated value / user fee	Fully discounted for eligible participants
Access route	Available as scheduled event format after first year and when mature cases are available.
KPI reporting link	Support to Find Investment / Ecosystem and Networking.
Evidence for reporting	Agenda, participant list, solution list, feedback forms, event report.

User problem addressed: Technology providers need direct feedback and exposure to potential users, while buyers need to understand real functionality and value before adoption or purchase.

What the service includes: Organisation of sessions where innovative technologies and solutions are presented to potential users and stakeholders; direct interaction, demonstration, feedback and networking.

Required input from the user: Solution description, demonstration readiness, target customer profile and expected feedback questions.

Output for the user: Market feedback, stakeholder connections, user interest signals and potential follow-up route.

Format and indicative duration: Event-based format; public website indicates two sessions per year, with exception of the first year.

Recommended next step: Investor/user meetings, TBI, partnership discussion or Access to Finance follow-up.

Access to Finance examples used to define the service show different user profiles: retail/e-commerce companies seeking subsidies or subsidised loans for ERP and process optimisation; a company developing an energy-efficiency software platform with estimated financing needs of 50,000-100,000 EUR; and a company with a pipeline of innovation projects requiring concept note structuring, market sizing and grant strategy. These examples confirm that Access to Finance must be tailored to the type of beneficiary and financing need.

7.5 Ecosystem, Matchmaking and EDIH Network Access

S16. Ecosystem Matchmaking and EDIH Network Access

Field	Description
EDIH service category	Innovation Ecosystem and Networking / EDIH Network
Lead / contributors	STP Nis with all S4AI_HUB partners and associated network
Target users	SMEs, startups, public sector organisations, research organisations, labs, technology providers, investors, EDIHs and support organisations.
Estimated value / user fee	Fully discounted for eligible users
Access route	Available through S4AI_HUB website, partner network, events and service intake.
KPI reporting link	Ecosystem and Networking; Enriching and Strengthening the EDIH Network.
Evidence for reporting	Contact record, referral evidence, event participation, matchmaking note, MoU/cooperation record where relevant.

User problem addressed: Digital transformation requires more than one service. Users need the right combination of experts, infrastructure, finance, training, partners and market connections.

What the service includes: Identification of user needs; referral to relevant S4AI_HUB services; matchmaking with experts, labs, technology providers, investors, public sector actors, EDIHs and ecosystem organisations; event-based brokerage and best-practice exchange.

Required input from the user: User profile, need/challenge description, sector, maturity, preferred type of partner or support and consent for referral.

Output for the user: Relevant introductions, service referral, participation in networking formats, connection with EDIH/regional ecosystem and follow-up opportunities.

Format and indicative duration: Continuous matchmaking through events, partner channels, platform/service catalogue and direct referrals.

Recommended next step: DMA, training, TBI, Access to Finance, open innovation or internationalisation support.

8. KPI Reporting Alignment

This section translates the catalogue into the KPI reporting logic. Each service should be reported only when a defined interaction with a user has taken place and when supporting evidence exists. Outreach and communication activities should not be counted as service delivery unless they result in a recognised service interaction.

KPI category	Services counted under the category	Minimum evidence	Beneficiary data to collect
Digital Maturity Assessment	DMA; repeat DMA where applicable	DMA questionnaire/record, report, meeting evidence	Organisation name, type, size, sector, region, date, baseline/follow-up
Digital Skills and Training	Digital Bootcamp; EDIH Academy courses; training modules	Agenda, attendance, materials, trainer record, evaluation	Participants, organisations, sector, user type, training topic, hours
Test Before Invest	TBI digital transformation, product validation, usability test, AI Lab, Experimentation Lab, National AI Platform when linked to test/validation	Application, TBI plan, test evidence, validation report	User type, sector, technology area, pilot duration, output, follow-up
Support to Find Investment	Funding readiness, source mapping, investment/grant preparation, feasibility support, Test Before Buying where finance-oriented	Advisory note, concept/pitch/application input, meeting record	Organisation, sector, finance need, instrument type, status, follow-up
Ecosystem and Networking	Matchmaking, events, open innovation, EDIH network access, referrals	Agenda, participant list, matchmaking/referral record, event report	Participants, organisation type, sector, role, resulting connection
Communication Outreach	Website, social media, newsletters, public calls, press, service promotion	Analytics, screenshots, mailing list, press clipping	Reach, visits, clicks, applications where applicable

The catalogue uses a service-delivery discipline: a service is counted when there is a clear beneficiary, a service interaction, a date or period, an output and evidence. Pipelines, expressions of interest and event participation can be reported separately as outreach, networking or pipeline evidence, but should not be mixed with completed service delivery unless the service output is delivered.

9. Access to Services, Quality Assurance and Follow-up

Access to S4AI_HUB services is organised through several routes: official website and service pages, public calls, continuous intake forms, Info Days and events, partner referrals, DMA follow-up, startup programmes and open innovation formats. Some services are available continuously, while others depend on calls, cohorts, use-case selection or available expert/lab capacity.

The general service access process is:

1. Initial contact or application through website, public call, partner referral or event.
2. Eligibility and needs screening by the relevant S4AI_HUB team.
3. DMA or initial diagnostic step where needed.
4. Assignment to the relevant service line: training, roadmap, TBI, Access to Finance, matchmaking or AI infrastructure access.
5. Service delivery and production of agreed output.
6. Recording of evidence for KPI reporting and user follow-up.
7. Referral to next service or external opportunity where relevant.

Quality assurance is based on standardised service cards, partner responsibilities, user input requirements, defined outputs and evidence collection. The service catalogue will be updated as the Hub gains implementation evidence, launches additional TBI cases, activates further training modules and develops the matchmaking/platform functionality.

For services connected with investment, grants, funding or procurement, S4AI_HUB provides expert advisory support and preparation assistance. It does not guarantee approval of funds, investment, procurement decision, commercial contract or public support. For TBI services, S4AI_HUB provides validation and recommendations; the final investment or implementation decision remains with the user.

CONCLUSION

The D2.3 Catalogue of S4AI_HUB Services translates the project intervention logic into a practical service portfolio for SMEs, startups, public sector organisations and innovation ecosystem actors. The catalogue links the planned EDIH service areas from Annex 1 with the operational offer presented through partner inputs, the S4AI_HUB website, training catalogue, TBI operational logic, infrastructure capacities and KPI reporting requirements.

The resulting service model is organised around five connected blocks: digital transformation diagnosis and planning, skills and trainings, Test Before Invest and technology validation, Access to Finance, and ecosystem/matchmaking support. Each service card defines the user problem, delivery route, required user input, expected output, access route, KPI reporting category and recommended next step. This makes the catalogue usable both as a beneficiary-facing reference and as an internal management instrument for service delivery and evidence collection.

The catalogue should be treated as a living operational document. It will support future onboarding, marketplace/service discovery logic, partner coordination and reporting of delivered EDIH services, while allowing the Hub to refine the portfolio based on actual beneficiary demand, available partner capacities and evidence generated through implementation.

Annex 1 - Training Catalogue Overview

The following training overview is based on the IVI / D3.1 course catalogue and the consolidated S4AI_HUB training input. It is included as a service annex to avoid overloading the main service cards, while keeping the catalogue operational for planning and KPI reporting.

Domain	Training title	Level		Target group	Indicative duration
Digital Business and Analytics	Monitoring disaster risk using satellite imagery	Intermediate advanced	to	Professionals and experts	8 hours
AI in Business	Development of RAG agents using large language models (LLM)	Intermediate advanced	to	Professionals and experts	8 hours
AI in Business	Advanced implementation of DSA, DMA and NIS2 - challenges and opportunities with AI	Intermediate advanced	to	Managers / professionals	24 hours
AI in Business	Application of artificial intelligence in tourism	Basic intermediate	to	Managers / professionals	To be defined by module
AI in Business	Fundamentals of artificial intelligence	Basic		Managers / professionals / support staff	Introductory module
AI in Business	Regulatory framework for the application of artificial intelligence	Intermediate advanced	to	Managers / professionals	Module-based
AI in Business	Natural language processing	Intermediate advanced	to	Professionals	Module-based
Green ICT	Digital innovations for carbon footprint management	Intermediate		Managers / professionals	16 hours
Green ICT	Advanced application of AI in ESG strategies and reporting	Intermediate advanced	to	Managers / professionals	Module-based
Green ICT	Development of a Green Digital business model	Intermediate		Managers / professionals	Module-based
Green ICT	Introduction to AI and ESG - new technologies for sustainable development	Basic		Managers / professionals / support staff	Introductory module
Cybersecurity	Cybersecurity basics	Basic intermediate	to	Professional/expert staff	Module-based
Cloud Services	E-commerce infrastructure (NoSQL, CLOUD)	Intermediate		Managers / professionals	Module-based
Cloud Services	Modern mobile telecommunications networks, 5G in the case of a Smart City	Basic intermediate	to	Managers / professionals	12 teaching hours
Cloud Services	Introduction to E-business Infrastructure	Basic		Managers / professionals / support staff	Module-based
AI in Industrial Processes and Production	Artificial intelligence and machine learning	Basic intermediate	to	Managers / professionals	8 hours
AI in Industrial Processes and Production	AI for Supply Chain and Operations	Intermediate		Managers / professionals	Module-based

Domain	Training title	Level	Target group	Indicative duration
Specialised Training	Access to Finance - Strategies and tools for securing investments	Intermediate	Managers / professionals	Three-day training
Specialised Training	Intellectual property protection in technological innovations	Basic to intermediate	Managers / professionals	4 hours
Specialised Training	Innovation School - specialised bootcamp for startups	Intermediate	Startups and innovation teams	Bootcamp format
Specialised Training	Launcher	Basic to intermediate	Startup teams and early-stage companies	Programme format
Specialised Training	Start-up School	Basic	Individuals, teams, students, early entrepreneurs	Programme format

Annex 2 - Service Evidence and KPI Reporting Template

The following template should be used internally for each delivered service in order to support KPI reporting, technical reporting and audit trail.

Field	Information to record
Service name and code	Use the service code from this catalogue, e.g. S1 DMA, S5 TBI, S12 A2F.
Beneficiary name and type	SME, mid-cap, startup, public sector, BSO, research organisation, other.
Sector	Use the KPI sector categories: ICT, manufacturing, health, agriculture/food, finance/business, trade, tourism, creative, environment, education/social, other.
Date / period	Service delivery date or period.
Work package / task	WP2, WP3, WP4, WP5 or cross-WP as applicable.
Service output	DMA report, training participation, TBI validation report, A2F advisory note, matchmaking record, etc.
Evidence stored	Attendance list, report, screenshot, form, expert note, application, meeting minutes, delivery/acceptance proof.
Follow-up recommended	Training, TBI, A2F, matchmaking, repeat DMA, external funding, other.
KPI category	DMA, Skills and Training, TBI, Support to Find Investment, Ecosystem and Networking, EDIH Network.