

Hermix

Analytics & automation for public sector sales

Winner of **EUDATATHON'22** 

Deloitte Fast50 CEE Impact Star Award 2022

Deloitte & Google CE Tech Rocketship! Award 2023

'Best Value 2023' from Capterra / Gartner



Stefan Morcov

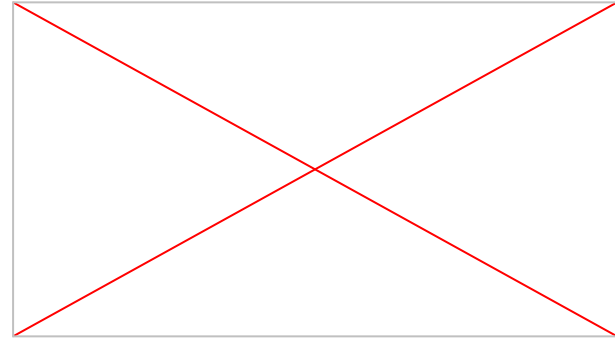
PhD. Eng. MBA



Hermix - public sector sales analytics
VP TechAngels
KU Leuven - Public Governance Institute

Hermix-Grants

**Public grants innovation:
intelligence, analytics and automation
with data-science, big-data and AI/ML**



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UNIVERSITÉ DU
LUXEMBOURG

Funding Hermix innovation

- **Internal resources**
- **In-kind contributions**
- **7 grants submitted, 2 won + 1 prize**
- **Commercial clients**

Track record



2022	<p>MVP</p> <p>EUDATATHON22 award, 25k Eur prize</p> <p>Deloitte Impact Star CEE Fast500 award</p>
2023	<p>250k ERDF R&D grant finalized</p> <p>Deloitte & Google CE Tech Rocketship! Award</p>
2024	<p>920k Eureka R&D grant in execution</p> <p>EBRD grant - marketing/sales</p> <p>'Best Value 2023' from Capterra / Gartner</p> <p>30 commercial customers</p> <p>Pilots for AI tender summarization</p> <p>2 R&D grants in evaluation</p>



Funding & support

Grants - mostly public

- Low TRL (e.g. REA)
- Regional / national innovation/dev. (ERDF...)
- Go-to-market (EIC)
- Cooperation (Eureka, Horizon...)

Equity - mostly private

- Angels, VC, EIF...

Support, consultancy

- Angels, accelerators, EIC

Public sector is huge

54% of GDP

Research is 2.3% of EU GDP -
€311 billion/year ^{***)}

Tendering is 14% of GDP

€13 trillion worldwide



**Where is
the money?**

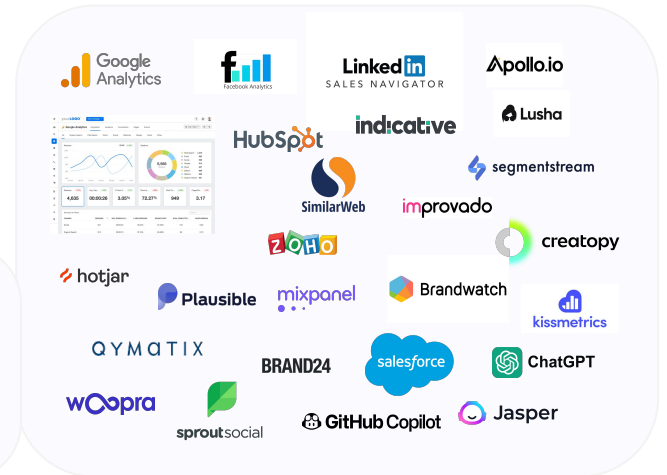
Public sector - B2G

(Business-to-Government)

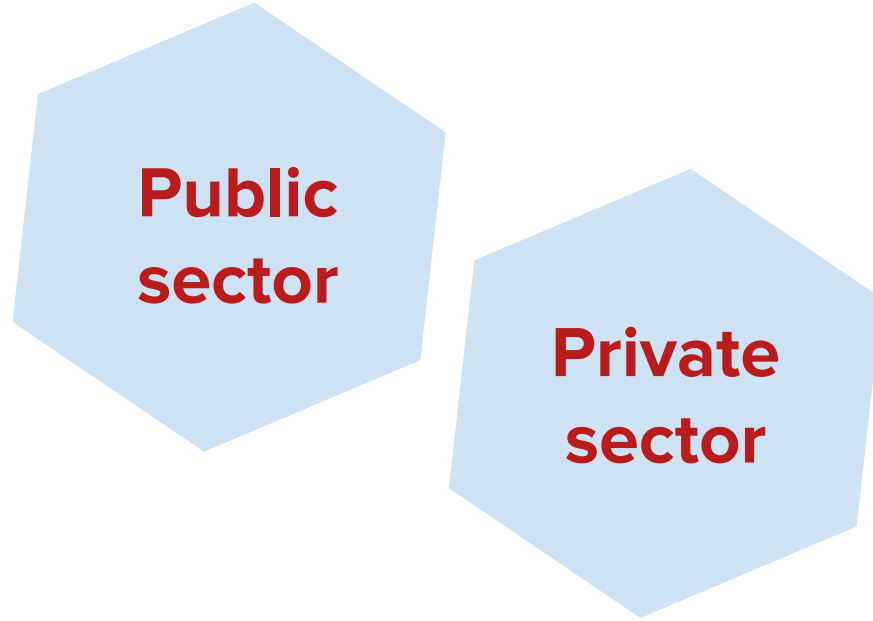
- Huge, stable, relevant
- Complex, opportunistic
- Manual, expensive
- Difficult to access

25% inefficiencies in public procurement spending (World Bank, 2022)

B2C/B2B marketing is data-driven



Bridge the gap

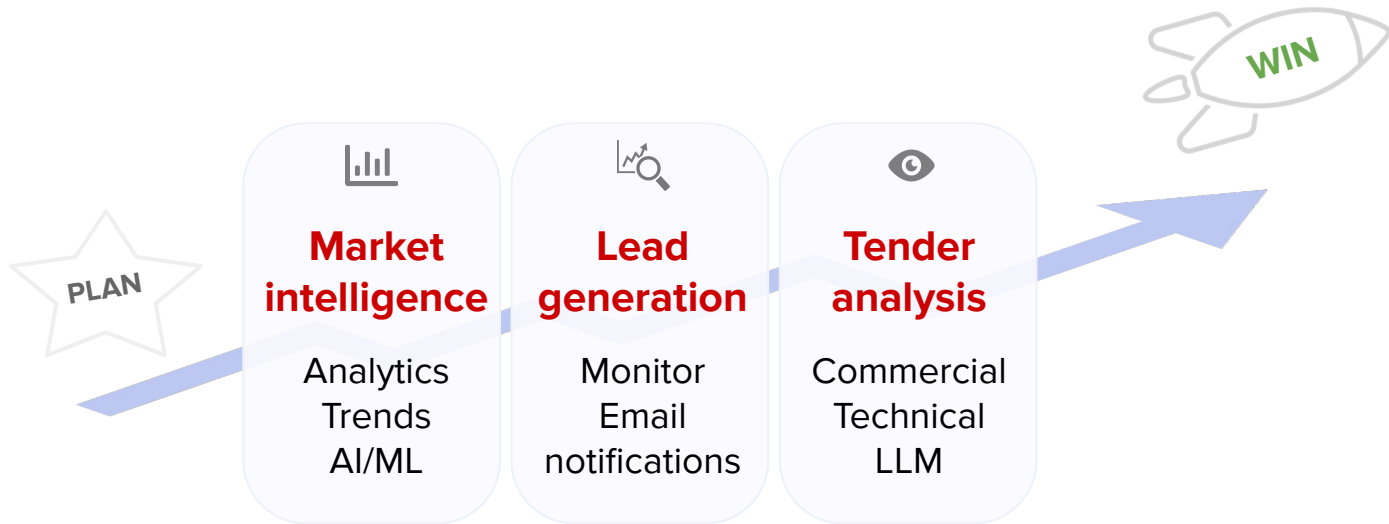


Bridge the gap

**Funders
Donors**

**Founders
Benefits.**

We help companies win public contracts



Pains in accessing public funds



50% of presales:
search & qualification



Proposals
written by hand



HIGH COST OF SALES

2% of contract value
6% of revenue

Key factors for

Repeatable success

in public sector funds



Key factors for

Repeatable success

in public sector funds

Overhead

Information Context Contracts Related notices

Authority profile Similar open tenders **41,28** All open tenders **43,58** Similar renewals **48,68** All renewals **52,434**

Similar contract awards **660,640** All contract awards **564,4378** Other authorities with similar projects **111,4348**

Similar prior notices **45,428** All prior notices **51,4348**

EC Contractor analysis

Map of EU Institutions

Type of organization

Legend: Number of opportunities/contracts Total value

Winners of similar contracts

Contractor	Value of contracts	Number of contracts	Average value
NTT	41.38	26	4646.1
ATOS	41.49	22	4750.4
ARHS	41.65	22	4728.1
CEGADIS	41.29	21	4394.4
CAREGENI	499.21	13	4529.1
EUROFON DYNAMICS	47.18	12	4138.0
CESTEA	41.35	12	4979.1
INTRASOFT	481.31	12	4546.1
UNISYSTEMS	609.10	11	4400.1
TRAVIS	467.20	10	4624.1



acronym	name	country	city	address
1.	Cedefop	Greece	Thessalon.	Service post...
2.	EFSA	Italy	Parma	Via Carlo Ma...
3.	Frontex	Poland	Warsaw	Plac Europa...
4.	EU/SPA	Czechia	Prague	Janovského...
5.	ERA	France	Valencien.	Building L1...
6.	EMSA	Portugal	Lisbon	Praca Europ...
7.	EASA	Germany	Cologne	Königs-Adm...
8.	ECHA	Finland	Helsinki	Talaskatu 6
9.	EMA	Netherla.	Amsterdam	PO Box 71010

Flags	Document id	Opportunity
🇺🇦	200031-2023	Printer Supplies (Toner, Drums, Cartridges,...)
🇺🇦	197344-2023	Provision of Risk Management Support Services

Important

- To be qualified
- In progress
- Submitted
- Won
- Not a fit

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EU Institutions 137

City Type to search

Brussels	71
Luxembourg	12
Paris	5
Frankfurt	4
The Hague	3
Lisbon	3
Vienna	2
Strasbourg	2
Europe	2
Thessaloniki	2

Agency of the EU

Directorate-General of the

EU executive a...

European of I...

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Dear Stefan,

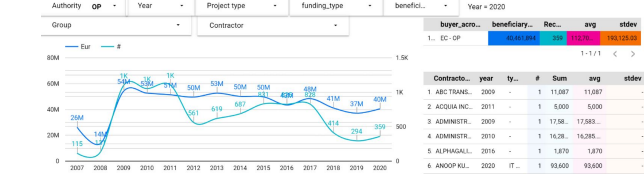
There are **7,392** total opportunities and **3** new opportunities with value of **€4,239,000.00** matching the filters of the *daily EU every* notification. Here is a preview of them:

- 354902-2023
[Belgium: Rental of Interpretation Services for the European Committee of the Regions \(CoR\) Political Groups \(PGs\) Bureaux and Groups Meetings between 9-10 October and 28-29 November 2023](#)
- 354888-2023
[Belgium: Strategic Procurement Training for Public Buyers](#)
- 354928-2023
[Malta: Provision of Serviced Working Stations for the EUAA in Madrid, Spain](#)

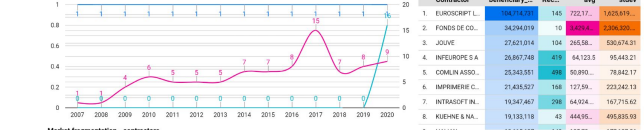
Show all filtered opportunities

Thanks for using our application, Hermix

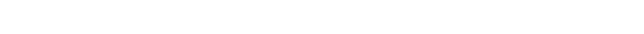
EC spending (FTS): contractor analysis. Relation between contractor and authority



Market diversification - authorities



Market fragmentation - contractors



Opportunities per contract type

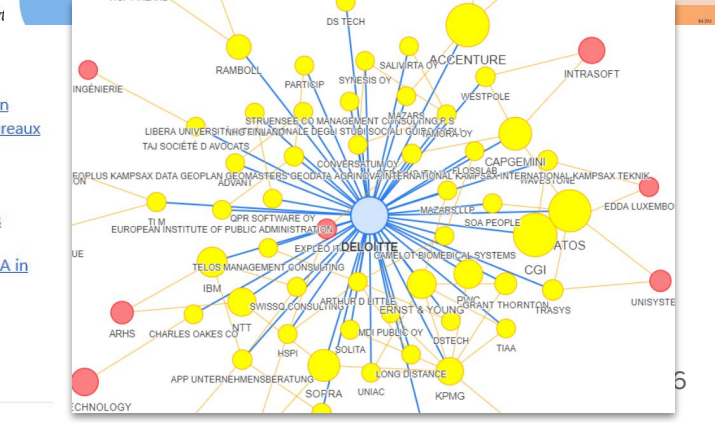


Contracts value per industry

Industry	Number of contracts	Value of contracts	Average value	Standard deviation
Services	41,28	41,38	41,38	41,38

Contracts value per domain

Domain	Number of contracts	Value of contracts	Average value	Standard deviation
Research and development services and related consultancy activities	4,210	4,239	4,239	4,239



Public governance

- Public spending efficiency
- Transparency
- Increase participation & competition
- Open the market to new / smaller players

SME pains

- Funding
- Training, coaching & support
- Networking, business opportunities

Access & information / transparency

Overhead

Bridge the gap

