

TO WHOM IT MAY CONCERN

I confirm that **Mr. Robert Maciaszek** has worked successfully as a coach in the FP7 COMMERCIALISE project (CT-SME-2013.4-COMMERCIALISE-604739), during the lifetime of the Polish pilot implemented from February 2014 to May 2014.

In this process, Mr. Maciaszek has conducted a set of 9 coaching sessions with 6 SMEs. The pilot focused on:

- Taking consciousness of the SME strengths and weakness to achieve growth through innovation;
- Visualizing how the SME success would look like in terms of a business model canvas;
- Defining a 360° action plan to reach this success state objective;
- Delivering actions in the first stages of this action plan to:
 - Increase the SME management team leadership abilities;
 - Improve the SME skills in valorization of Intellectual Properties assets;
 - Validate the SME business model in real market scenarios with clients;
 - Define the SME innovative product/process route-to-market;
 - Enhance the SME investment readiness understanding.

One of COMMERCIALISE project's objective aimed at testing the coaching model on 15 Polish SMEs with the help of suitable business coach. The proposed coaching scheme was designed as pilot of Coaching and Mentoring Scheme of the H2020 SME instrument.

Yours faithfully,

Monika Łuczak
Responsible for FP7 COMMERCIALISE pilot in Poland



Warsaw, July 2014