



FINE

Fintech Investor
Network and
Ecosystem

D5.1 ONLINE DISSEMINATION CHANNELS

15/04/2025

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D5.1 ONLINE DISSEMINATION CHANNELS

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EXECUTIVE SUMMARY

Deliverable 5.1 Online Dissemination Channels outlines the digital platforms established to support the dissemination and communication efforts of the FINE project, funded under Horizon Europe. It focuses on the channels through which the project's content, updates, and stakeholder engagement activities are made publicly accessible and widely visible.

The FINE project has launched a multi-channel online presence, including a dedicated project website, a matchmaking platform hosted on F6S, a Slack Channel, social media channels on LinkedIn (for professional communication and ecosystem building) and YouTube (for video content distribution).

This deliverable also clarifies the distinction between channels and actions and sets the foundation for the broader dissemination and communication strategy outlined in Deliverable 5.2 Dissemination and communication plan.

Given the project's nature no patent filings are anticipated, as the project does not focus on the development of new research outcomes or technologies that would require intellectual property protection.

Overall, this deliverable establishes and describes the channels for all external-facing communication efforts, ensuring the project's visibility and impact across its key stakeholder groups throughout the implementation period.

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1 FINE ONLINE DISSEMINATION CHANNELS

This deliverable outlines the setup and strategic deployment of the core online dissemination channels for the FINE project (Fintech Investor Network and Ecosystem), a Horizon Europe initiative focused on enhancing the visibility, connectivity, and impact of fintech innovation and investment across Europe.

Effective communication and dissemination are central to the FINE project's success, ensuring that our activities, outcomes, and opportunities are widely accessible to stakeholders including investors, financial institutions, researchers, and policy makers. As part of Work Package 5, these deliverable details the foundation of our digital presence and the platforms that will support community engagement and knowledge sharing throughout the project lifecycle.

The FINE project's online dissemination ecosystem comprises the following key channels:

- **Project Website:** Serving as the main hub for project information, updates, events, resources, and access to public deliverables, the website provides a clear and accessible interface for all stakeholder groups.
- **Matchmaking Platform (F6S):** Hosted on the F6S platform, the FINE matchmaking group will facilitate targeted connections between investors, enabling dynamic interaction and collaboration within the ecosystem.
- **Slack channel:** Hosted on Slack the dedicated channel was established in M12 of the project to facilitate interactions between the project stakeholders.
- **Social Media Channels:**
 - **LinkedIn:** Our primary social platform for professional engagement, community building, and sharing insights, project milestones, and events.
 - **YouTube:** Used to host and disseminate video content, including interviews and recorded workshops and webinars, helping us reach broader and more diverse audiences.

These dissemination tools are designed to increase awareness and engagement and to build a long-term digital legacy for the FINE ecosystem. This deliverable also presents the rationale behind the selected channels, initial setup and an overview of the content strategy moving forward.

1.1 FINE WEBSITE

URL: <https://fintechnetwork.eu>

The official website of the FINE project – *Fintech Investor Network and Ecosystem* – serves as the central digital gateway for all project-related information, resources, and activities. It is designed to inform, engage, and connect key stakeholders, including investors, research institutions, and policy makers. The site also acts as the project's main communication and dissemination interface, contributing to visibility, transparency, and outreach.

The website is structured to ensure clarity, ease of navigation, and alignment with the project's branding and visual identity. Its main sections include:

1.1.1 HOME

The homepage provides an engaging and high-level overview of the project, including:

- A short project description
- Link to the Slack platform for Fintech Investment in Europe
- Objectives
- Promotional. Video (Hosted on the YouTube channel)
- Overview of the consortium
- Call to action to subscribe to the project newsletter (Hosted on LinkedIn)

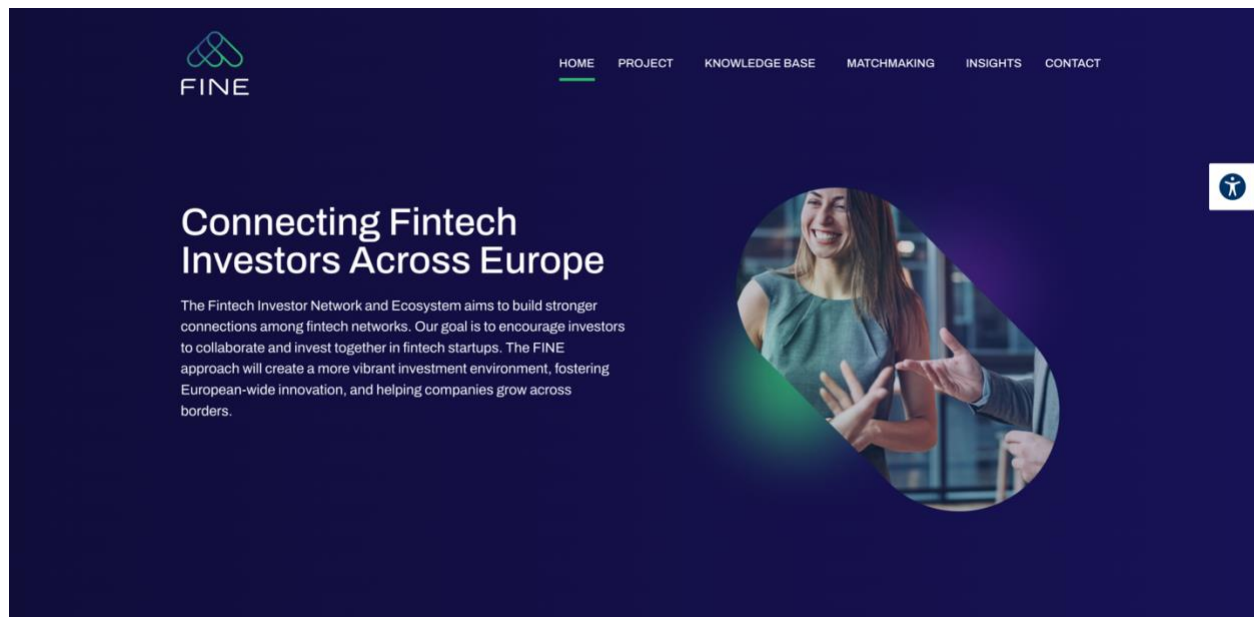
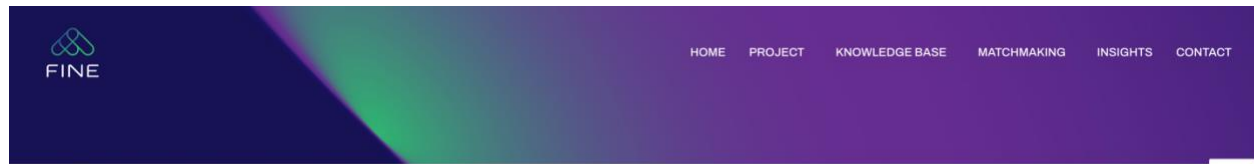


FIGURE 1. FINE WEBSITE HOME PAGE

1.1.2 PROJECT

With four subsections the project tab provides a deeper understanding of the project description, partners implementing the action, branding resources and deliverables, and the synergies established with other projects funded by the European Commission.

- **About FINE:** This section introduces the FINE project outlining its objectives, vision, and strategic relevance within the Horizon Europe programme. It explains how FINE aims to strengthen connections between fintech investors across Europe through community engagement.



About FINE

At the heart of the dynamic investment landscape lies an intricate web of diverse actors, each with unique motivations, risk thresholds, and expertise. In this complex environment, where venture capital firms and angel investors operate within specialised verticals, the need for focused strategies has never been more crucial. The FINE (Fintech Investor Network and Ecosystem) project emerges as a pioneering initiative, carefully crafted to navigate the contemporary investment ecosystem.

FINE delves into the thriving Fintech sector, a domain where innovation merges with the everyday lives of both individuals and businesses. In an era marked by rapid technological advancements, Fintech stands as the cornerstone, reshaping financial models and investment structures. The modern age presents not only unprecedented opportunities but also pressing challenges such as climate change and the spectre of pandemics. In the face of these realities, Fintech emerges as a solution, offering agile and integrated financial innovations.

Through collaborative initiatives, including co-investment for budding Fintech startups, FINE cultivates a vibrant investment climate. This environment nurtures innovation, facilitates the growth of businesses, and encourages seamless global expansion, positioning these enterprises as formidable contenders in the Fintech arena.

At FINE, our focus extends beyond national borders. We are committed to building robust connections between countries with well-established Fintech ecosystems and those with burgeoning potentials. By enabling cross-border investments and cultivating meaningful relationships between nations, FINE unlocks the latent possibilities residing within EU member states. For investors, this translates into a wealth of unexplored, profitable opportunities within the continent.

Join us in shaping the future of finance. FINE is not just an initiative; it is a collaborative endeavor that empowers Fintech startups, fuels innovation, and propels Europe into the forefront of the global Fintech revolution. Together, let us create a richer, more interconnected investment landscape where potential knows no bounds.

FINE steps in as a catalyst for change,

FIGURE 2. ABOUT FINE PAGE

- **Consortium:** Here, users can explore the FINE consortium. Each partner is briefly showcased with logos, and links to their websites, highlighting the multidisciplinary nature of the collaboration.

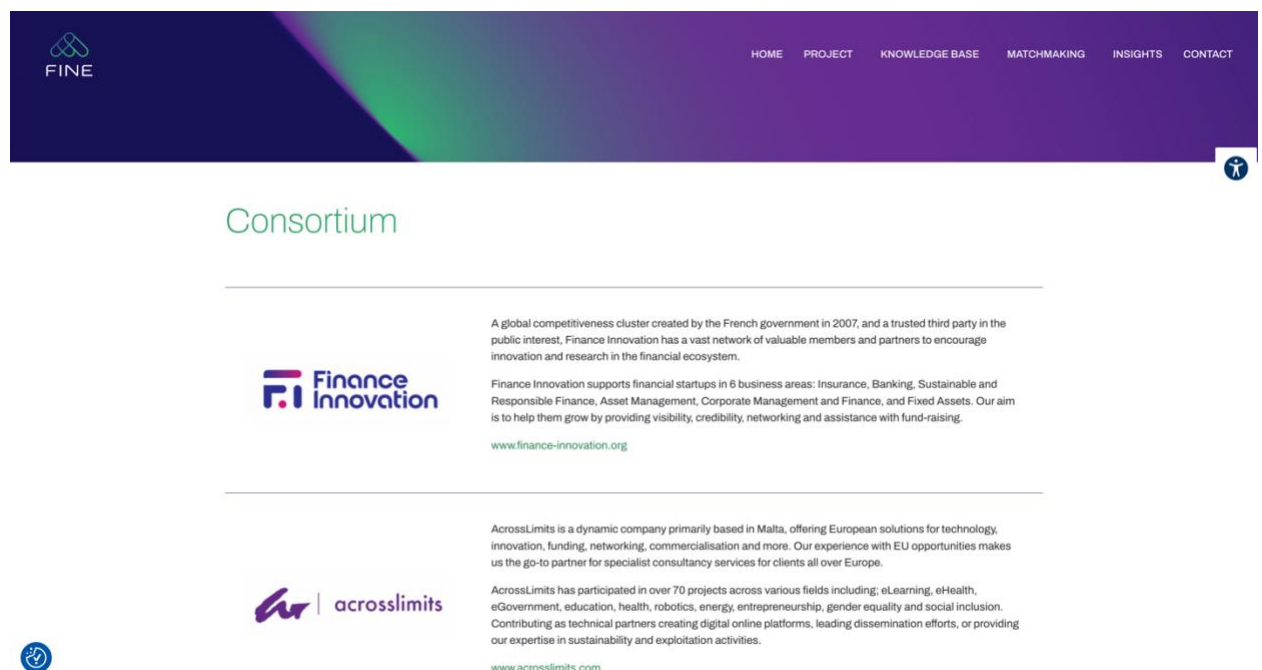


FIGURE 3. CONSORTIUM PAGE



- **Resources:** This section acts as a central repository for publicly available project outputs and materials. Including the media kit and project deliverables. As the project progresses, the Resources section will expand to support knowledge sharing and stakeholder empowerment.

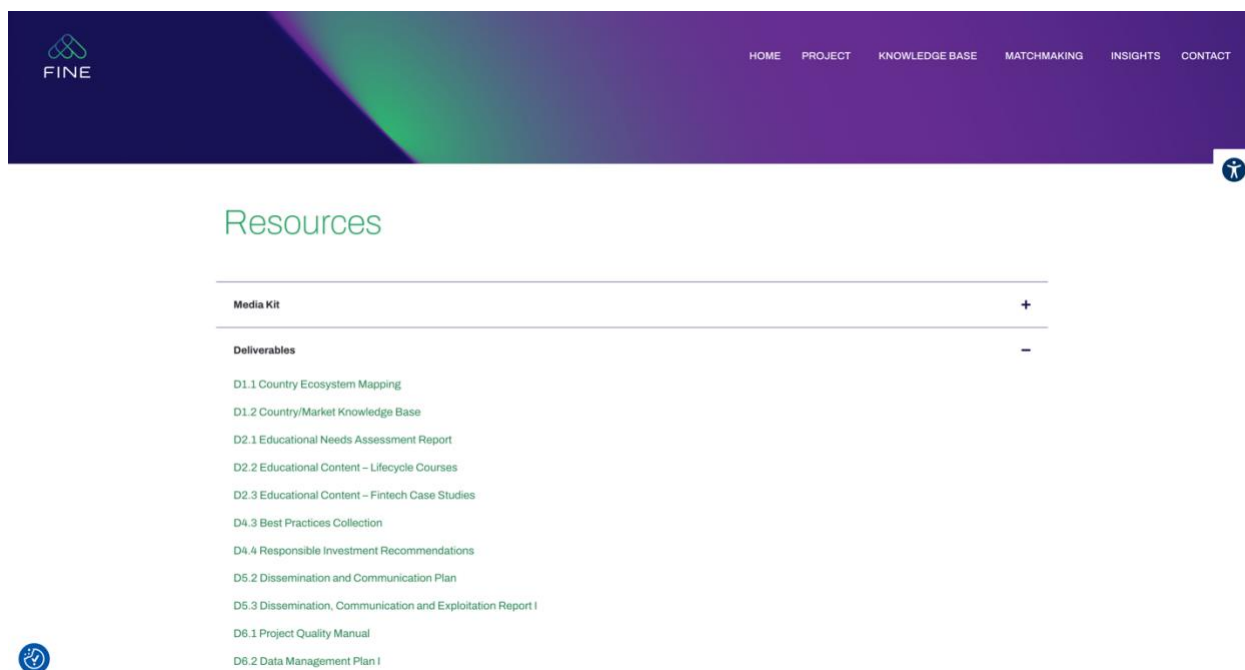


FIGURE 4. RESOURCES PAGE

- **Synergies:** The Synergies page showcases collaborations and alignments between FINE and other EU-funded projects, initiatives, and networks.

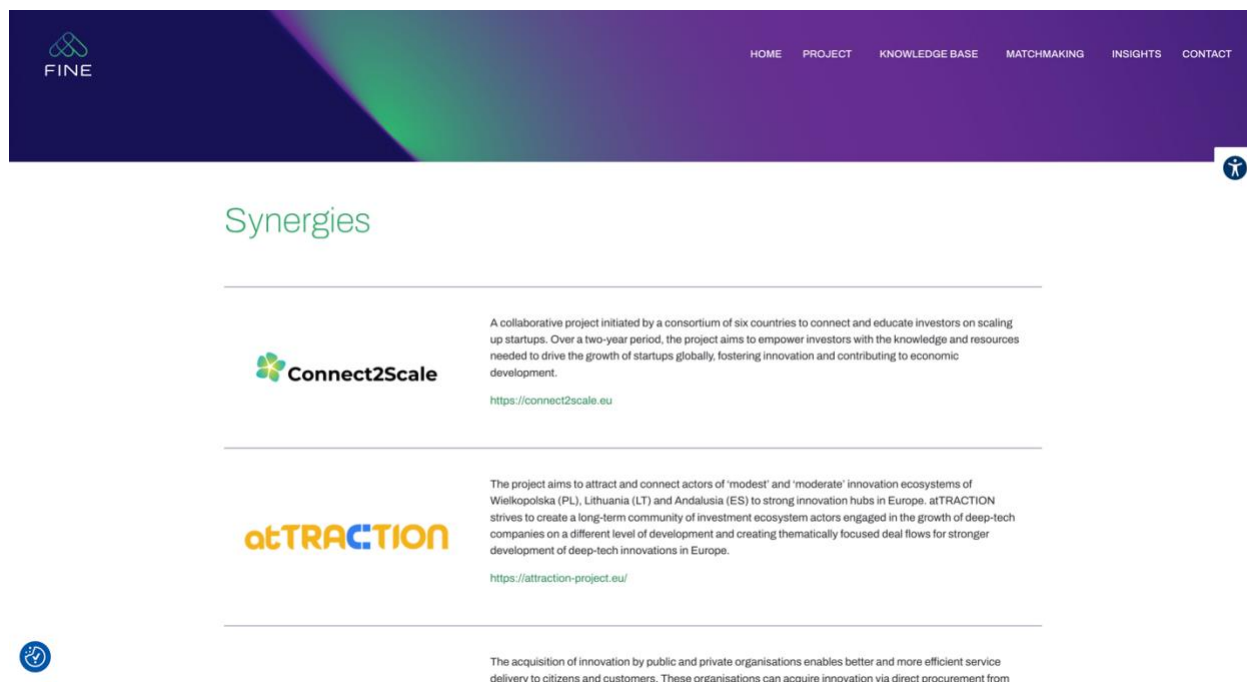


FIGURE 5. SYNERGIES PAGE

1.1.3 KNOWLEDGE BASE

This section brings together curated content across multiple formats to cater to the diverse needs of the FINE ecosystem, including early-stage investors, fintech founders, accelerators, researchers, and policy makers. The following subsections are included:

- **Articles:** This area hosts written content such as expert opinion pieces on fintech trends, regulation, and investment strategies; case studies highlighting successful collaborations or innovative models; interviews with project partners, startups, and investors, and updates on EU policy developments relevant to fintech. The content is regularly updated and searchable by topic or stakeholder group.

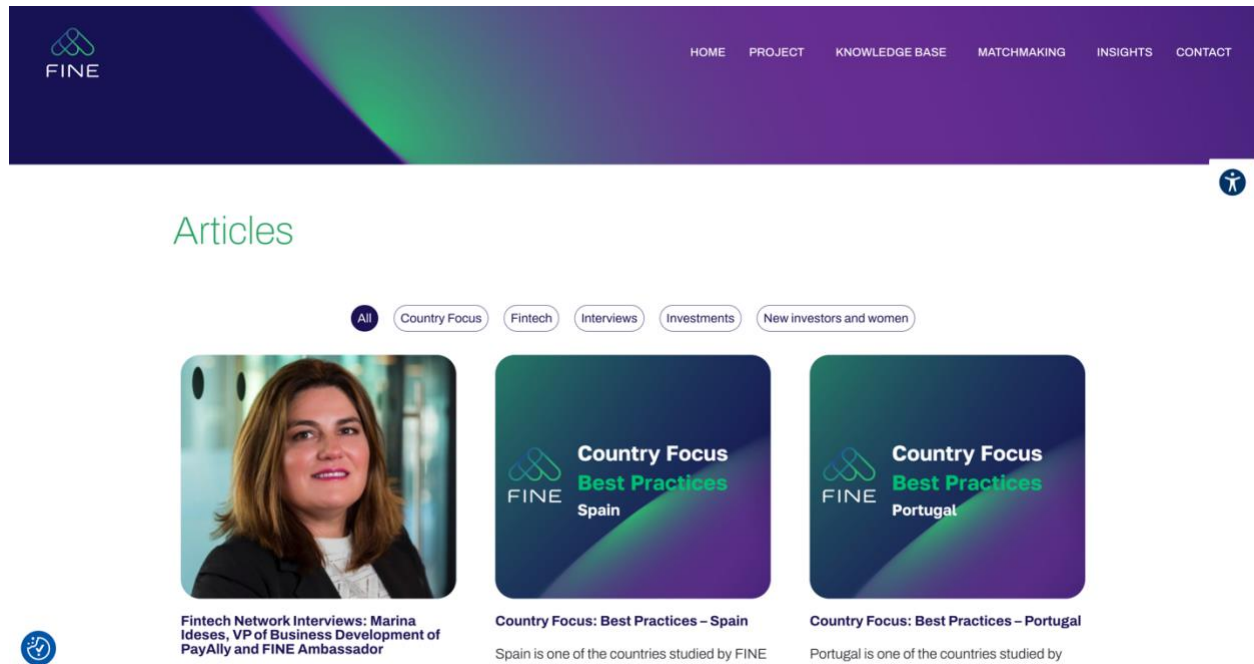


FIGURE 6. ARTICLES PAGE

- **Podcasts** The podcast series features conversations with fintech investors, startup founders, and ecosystem enablers; thematic episodes aligned with key project topics and stories about finance and innovation. Episodes are embedded for easy listening and are hosted on the project YouTube channel.

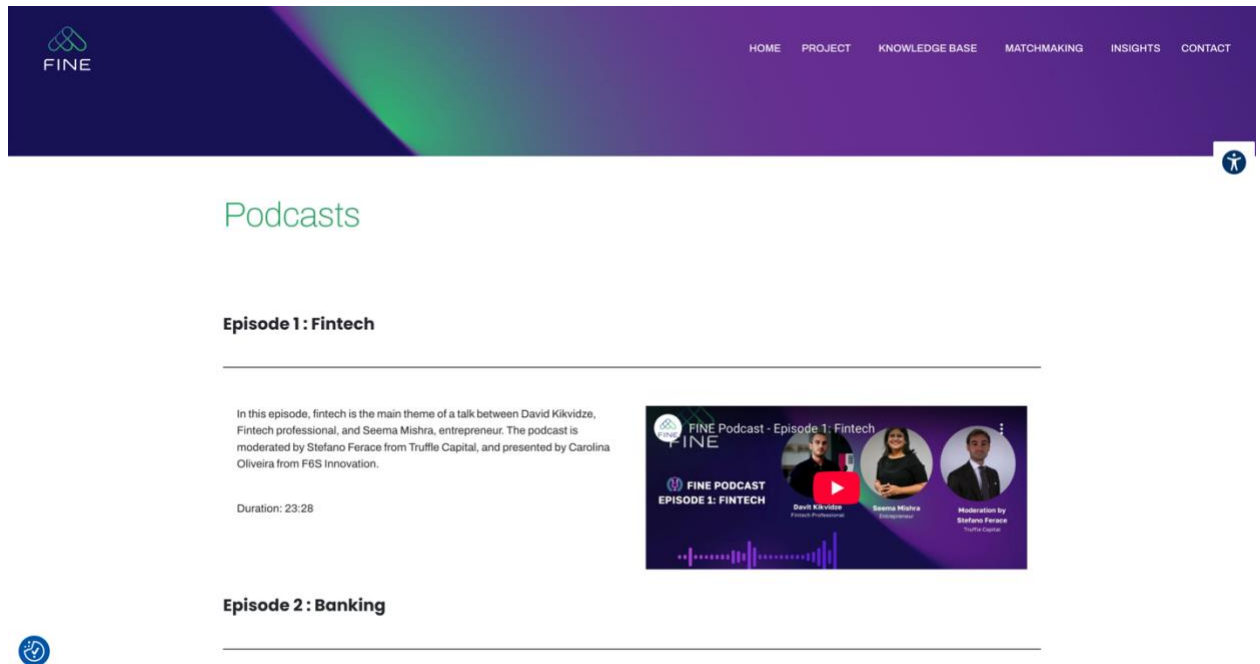


FIGURE 7. PODCASTS PAGE

- **Investor Academy:** The section is a dedicated learning space aimed at empowering both new and experienced investors with educational modules on fintech investment fundamentals, sharing of best practices and recordings from the project's webinars and workshops. The Investor Academy supports knowledge transfer and professional development in the evolving fintech domain.

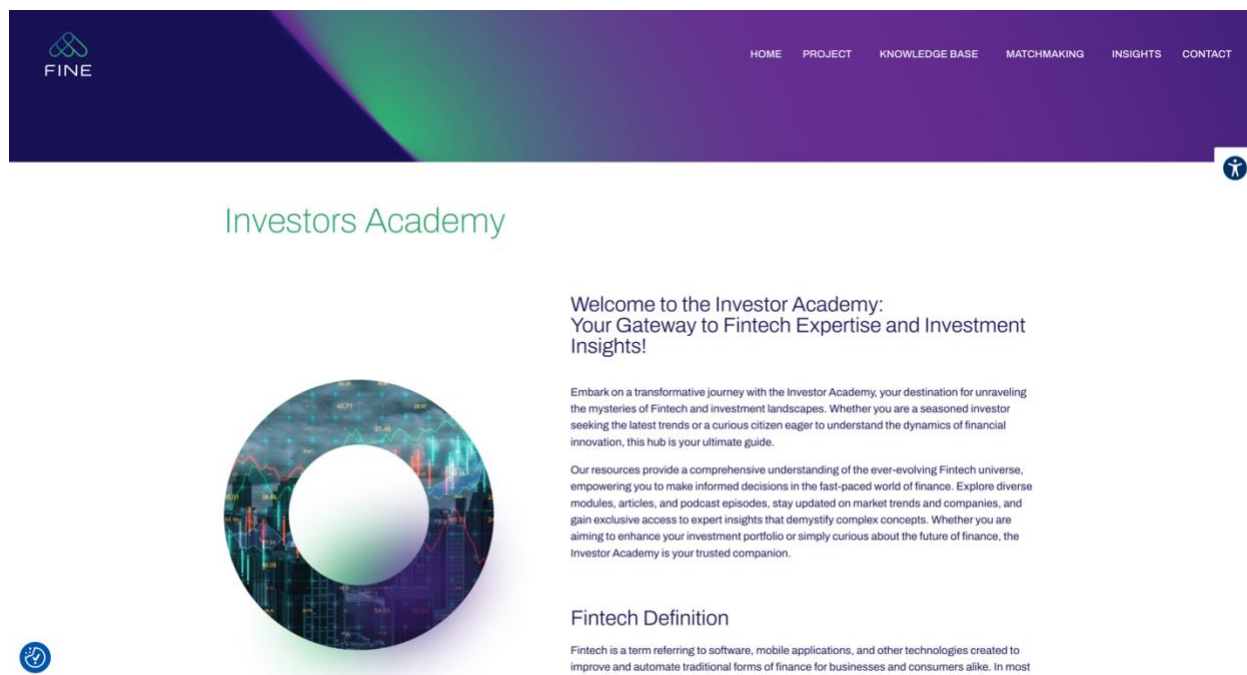


FIGURE 8. INVESTOR ACADEMY PAGE

- **Investor Map:** This interactive map showcases the profiles of fintech investors across Europe (VCs, angels, corporate funds, public funding bodies) – Curated by the FINE consortium-, it includes geographic and thematic filters for easy navigation and direct links to investor websites. The Investor Map is a tool for discovery and connection, helping startups and intermediaries identify potential partners or funding sources.

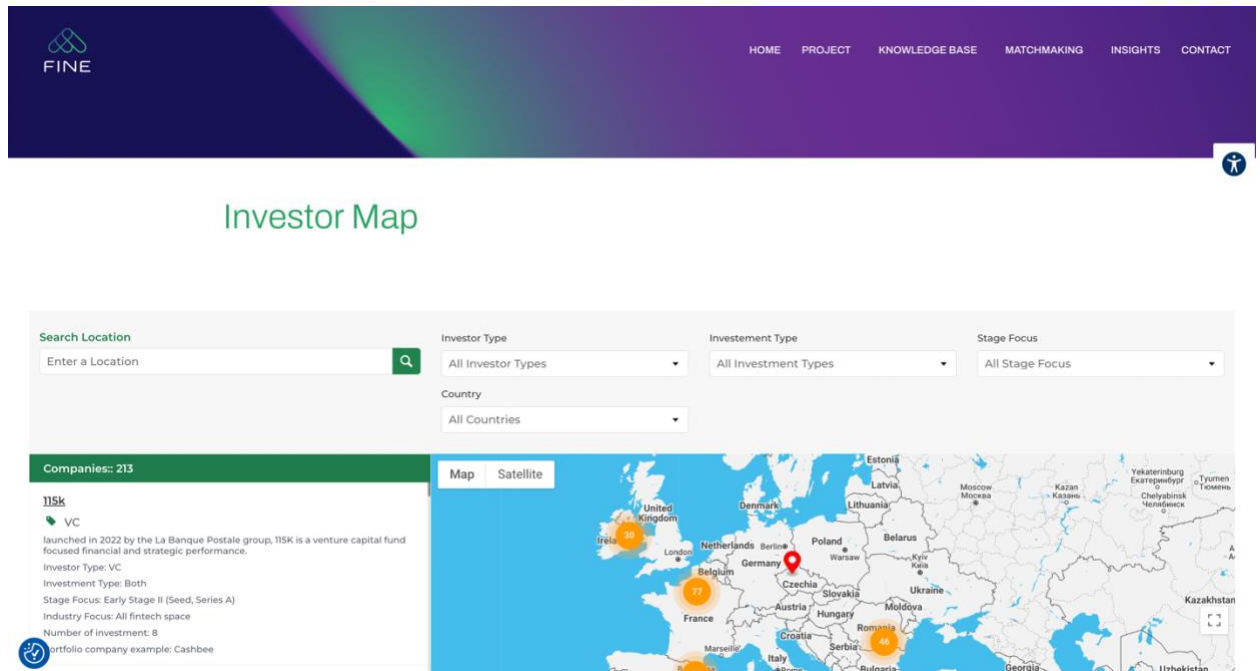


FIGURE 9. INVESTOR MAP PAGE

- **Ecosystem Map:** The Ecosystem Map showcases the network of accelerators, incubators, clusters, and innovation hubs active in fintech; relevant public bodies, research institutions, and support initiatives; and, connections between actors across the investment and innovation value chain. Users can explore the ecosystem, identify synergies, and understand regional and thematic dynamics within the European ecosystem.

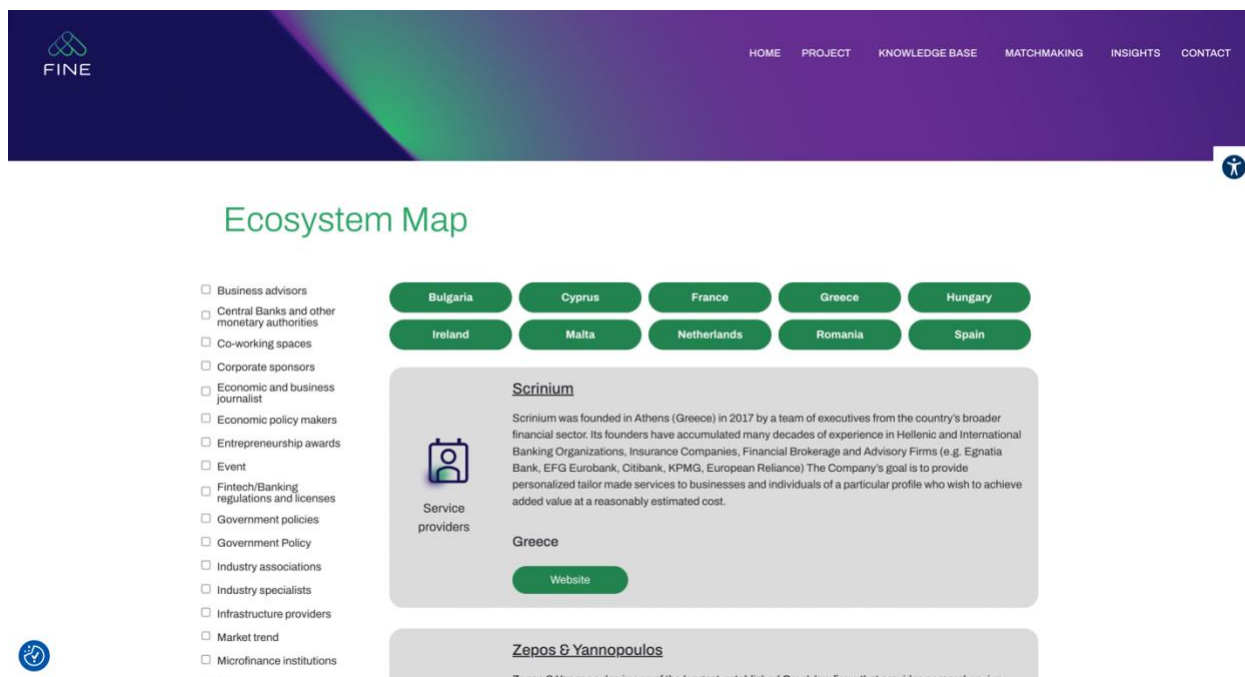


FIGURE 10. ECOSYSTEM MAP PAGE

1.1.4 MATCHMAKING

The section is a core feature of the FINE website, designed to facilitate meaningful connections and collaboration opportunities across the European fintech landscape. It provides direct access to two key components of the project's community-building and engagement strategy

- **FINE Networking (via F6S Platform):** The tool is hosted on the F6S platform and acts as the project's main digital environment for community interaction and investment matchmaking. It is open to investors, support organisations, and fintech stakeholders seeking to discover and connect with one another based on shared interests and strategic goals. This platform plays a crucial role in facilitating deal flow, knowledge exchange, and long-term partnerships in line with the project's mission to reinforce the fintech investor ecosystem in Europe.



FIGURE 11. FINE NETWORKING PAGE

- Ambassador Network:** The Ambassador Network is a curated group of highly engaged stakeholders who act as local connectors within the fintech ecosystem. Ambassadors are drawn from a diverse pool of investors, innovation hubs, accelerators, and industry experts who align with the FINE project's vision and objectives. This network strengthens the project's presence, ensures broader geographical coverage, and fosters deeper engagement within local fintech and investment communities.



Ambassador Network

The Fintech Ambassador Network is composed by a group of knowledgeable experts, to provide key insights to both local and foreign investors, supporting international investments and strengthening the fintech community.

Why Join?



Exclusive Insights: Access firsthand market intelligence and cutting-edge trends from top experts.



Global Network: Connect with fellow investors across Europe, fostering powerful collaborations and strategic partnerships.



Influence Innovation: Drive fintech advancements and be at the forefront of groundbreaking projects.



Strategic Alliances: Forge valuable connections, amplifying your investment potential in the dynamic fintech landscape.



FIGURE 12. AMBASSADOR NETWORK PAGE

1.1.5 INSIGHTS

The Insights page is the central hub for staying updated on FINE's progress, activities, and contributions to the European fintech ecosystem. It brings together the latest news, showcasing project milestones and partner highlights; a regularly updated events section featuring webinars, networking sessions, and investor-focused gatherings; and an archive of the official FINE newsletter. Designed to inform and connect the community, this section supports transparency, continuous engagement, and knowledge sharing.

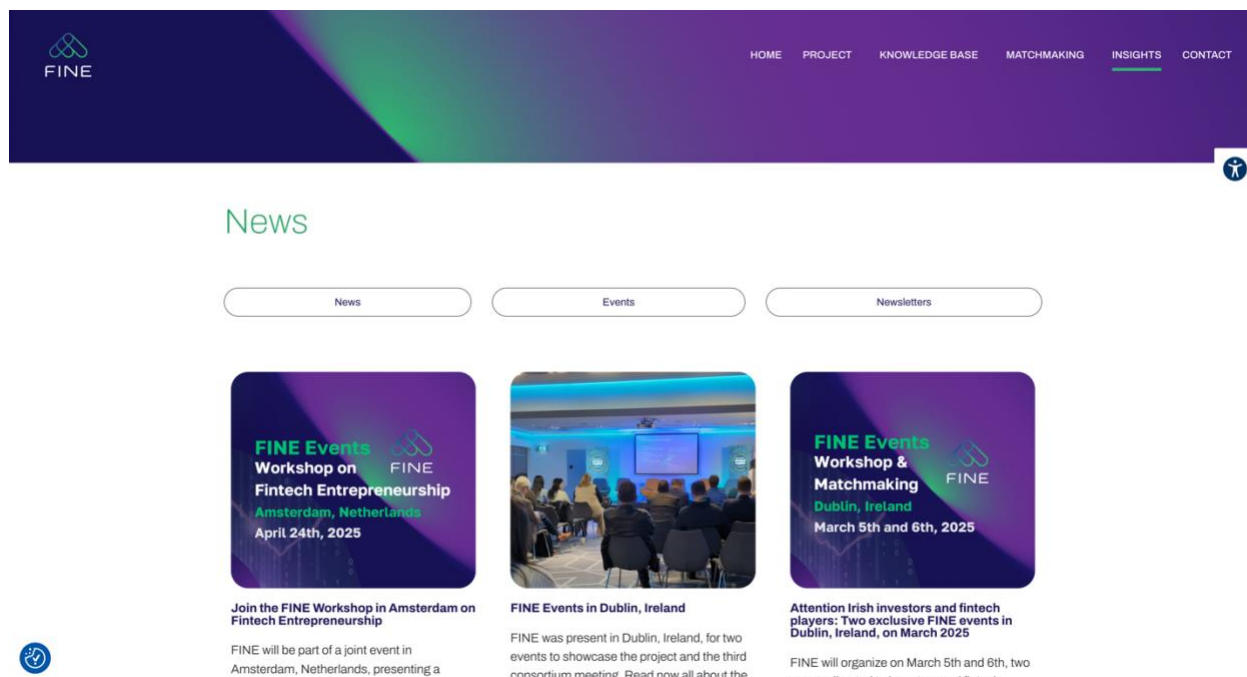
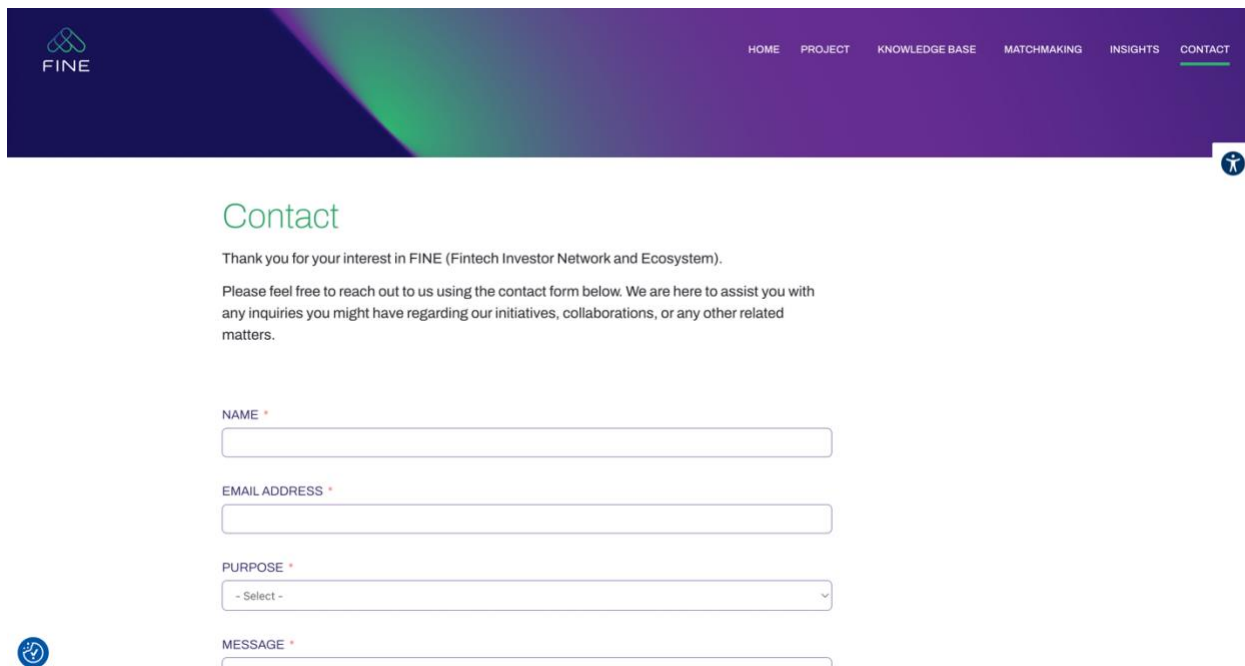


FIGURE 13. INSIGHTS PAGE

1.1.6 CONTACT

The Contact page provides a direct channel for visitors to get in touch with the FINE project team. It includes a contact form for general inquiries, whether for collaboration opportunities, media requests, or stakeholder engagement, the page ensures easy access for anyone interested in connecting with the FINE community.



The screenshot shows the FINE website's contact page. At the top, there is a dark purple header with the FINE logo on the left and a navigation menu on the right containing links for HOME, PROJECT, KNOWLEDGE BASE, MATCHMAKING, INSIGHTS, and CONTACT (which is highlighted with a red underline). Below the header, the word "Contact" is displayed in a large, light green font. A short paragraph of text follows, inviting users to reach out. Below this is a contact form with four fields: "NAME" (a text input), "EMAIL ADDRESS" (a text input), "PURPOSE" (a dropdown menu with "- Select -" as the current selection), and "MESSAGE" (a larger text area). To the left of the form, there is a small circular icon with a hand cursor. In the bottom right corner of the header area, there is a small square icon with a person silhouette.

FIGURE 14. CONTACT PAGE

1.2 MATCHMAKING PLATFORM

The **FINE Matchmaking Platform**, hosted on [F6S](#), is the project's main tool for engaging external stakeholders and facilitating connections across the fintech innovation and investment landscape.

The platform consists of two parts:

- **Programme Page**

The public-facing [programme page](#) allows startups, investors, accelerators, and other interested third parties to express their interest in joining the FINE community. This page introduces the purpose and benefits of the matchmaking initiative and serves as the entry point for new participants.

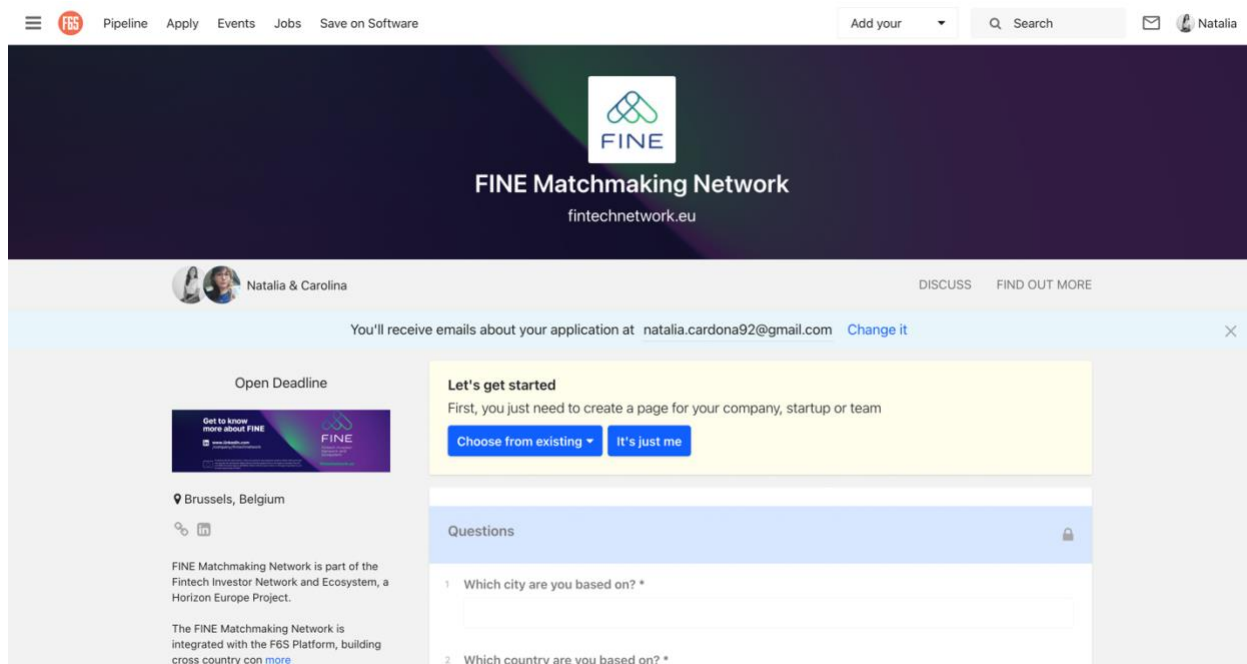


FIGURE 15. FINE MATCHMAKING PLATFORM

- **Private Group**

Once approved, participants are granted access to a dedicated [private group](#) on F6S. This members-only space enables direct networking, collaboration opportunities, access to events, and participation in curated matchmaking activities tailored to the fintech sector.

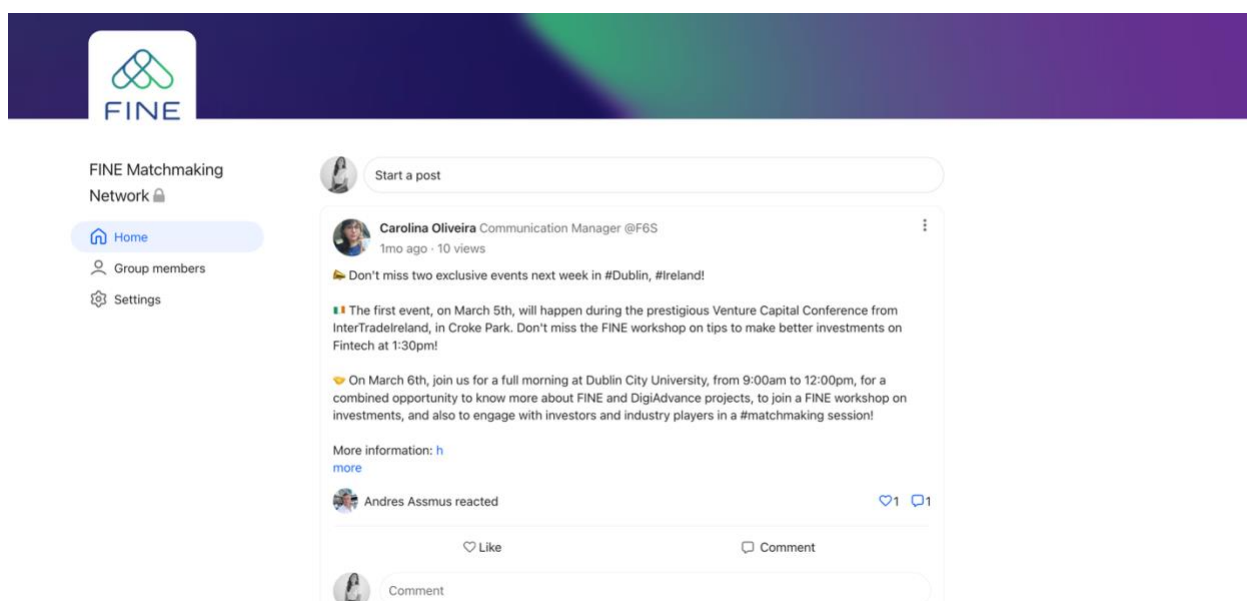


FIGURE 16. FINE PRIVATE GROUP

Together, these elements form a dynamic digital environment that supports FINE's mission of building a strong, connected, and investment-ready European fintech ecosystem.

1.3 SLACK CHANNEL

The [FINE Slack Channel](#) serves as a communication space for the FINE stakeholders. Hosted on Slack, this workspace enables real-time collaboration, file sharing, and streamlined discussions across different thematic areas.

The channel fosters quick updates, peer support, and informal knowledge exchange. It also provides dedicated threads for key topics such as events, dissemination, stakeholder engagement, and matchmaking activities, helping keep the community aligned and responsive.

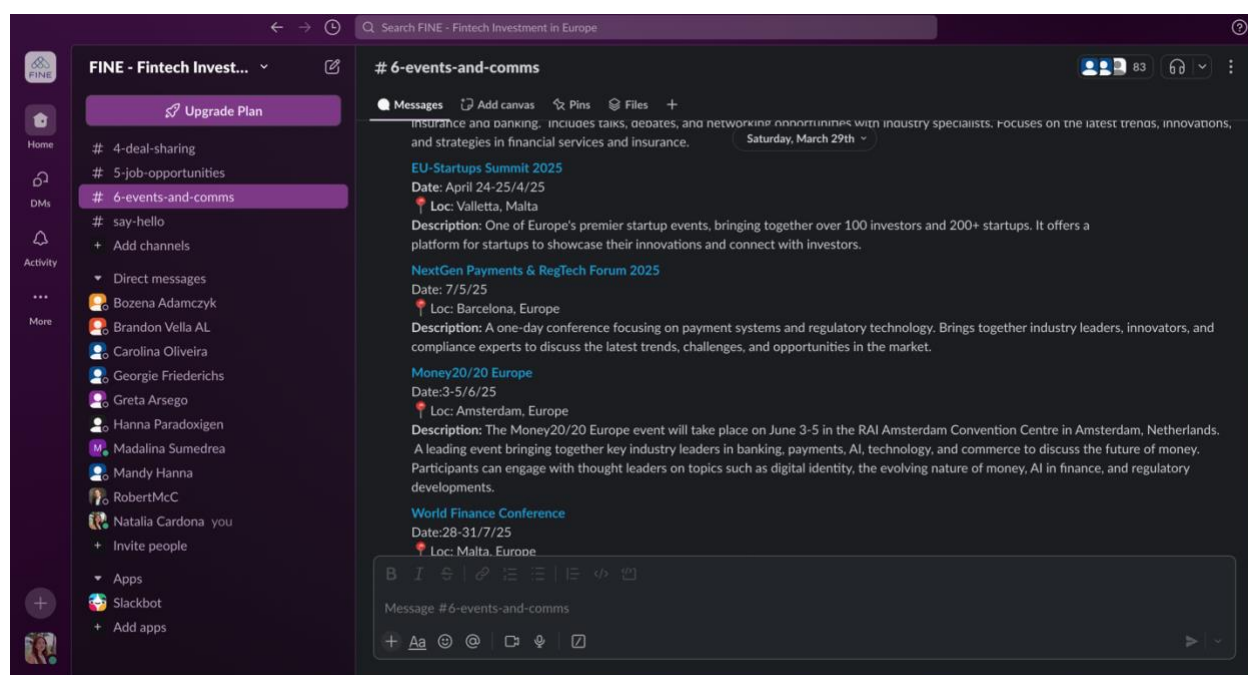


FIGURE 17. FINE SLACK CHANNEL

1.4 SOCIAL MEDIA

The FINE project leverages [LinkedIn](#) and [YouTube](#) as its primary social media channels to reach and engage with its target audiences—fintech investors, startups, innovation intermediaries, and policy stakeholders across Europe.

1.4.1 LINKEDIN

LinkedIn was selected as the lead platform for professional engagement. Its strong user base of industry professionals, investors, and institutional actors makes it highly effective for disseminating project updates, promoting events, publishing thought leadership content, and building a trusted fintech community. It supports targeted outreach and network-building essential to FINE's mission.

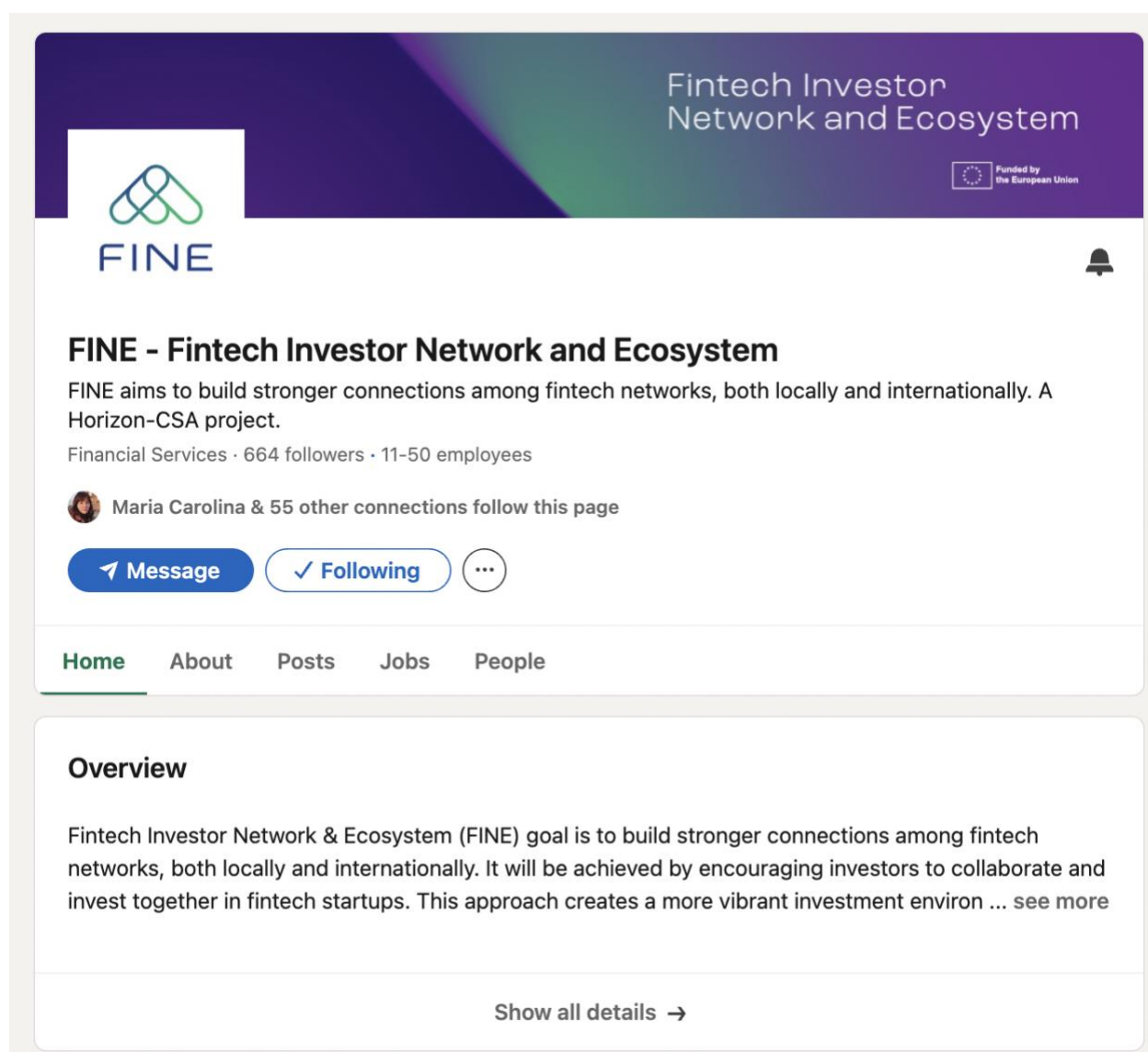


FIGURE 18. FINE LINKEDIN PROFILE

1.4.2 YOUTUBE

YouTube complements the social media channels set up for FINE by hosting visual and multimedia content such as event recordings, podcasts, project explainer, and training materials from the Investor Academy. As a widely accessible and shareable platform, YouTube allows FINE to extend its dissemination impact beyond static content.

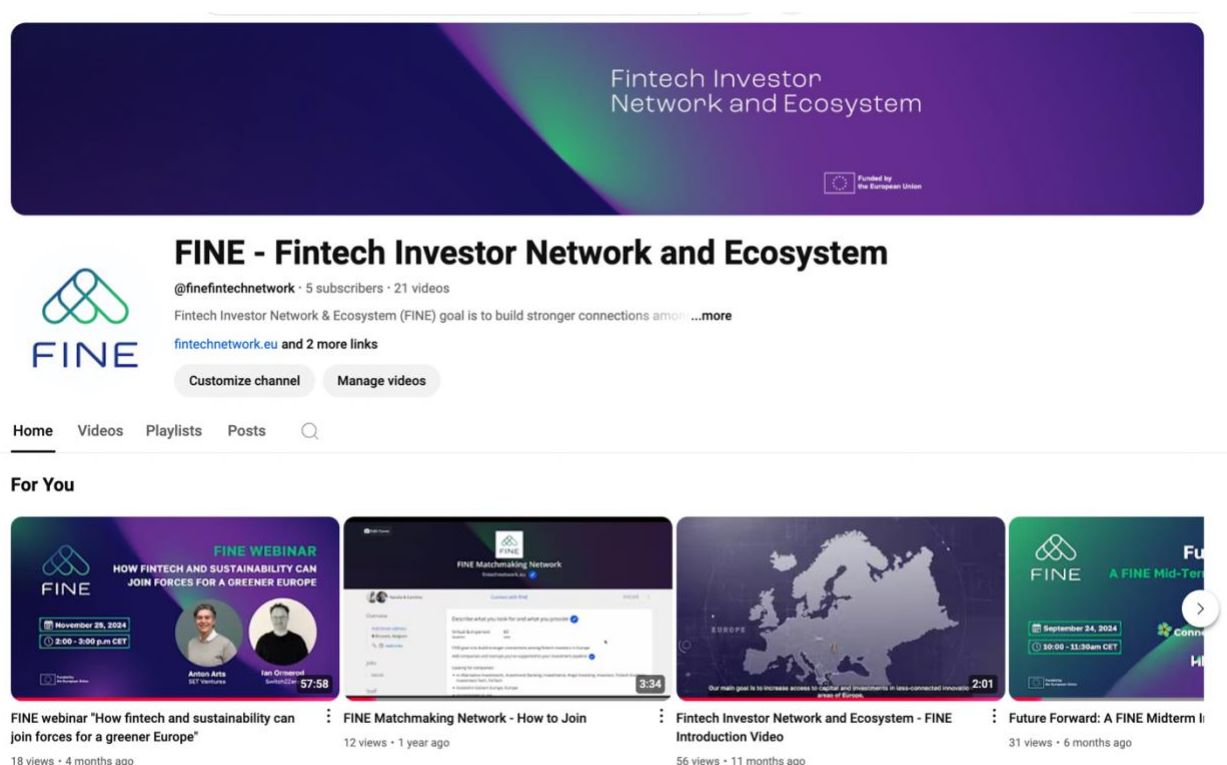


FIGURE 19. FINE YOUTUBE CHANNEL

Other social media channels (such as Twitter, Instagram, or Facebook) were not activated, as their audiences and formats are less aligned with the project's professional, and policy-oriented focus. Concentrating efforts on LinkedIn and YouTube ensures a more strategic and resource-efficient approach to engagement, with content tailored to where the project's key stakeholders are most active and receptive.

2 CONCLUSIONS

This deliverable, classified under the **DEC (Dissemination, Exploitation, and Communication)** type, presents the online dissemination channels set up for the FINE project (Fintech Investor Network and Ecosystem). In this context, “channels” refer specifically to the digital platforms and infrastructures used to publish, distribute, and amplify the project’s communication and dissemination outputs to external audiences.

The platforms described above were strategically selected for their relevance to the project’s target audiences, their ability to facilitate professional communication, and their compatibility with the nature of the project.

Additionally, the FINE project does **not foresee any patent filings**, since no technological innovation or research outputs requiring protection are expected to emerge. Press and media activities, while vital to dissemination, do not represent a channel themselves—they are instead part of the communication strategy described in Deliverable 5.2. Likewise, videos are considered communication outputs rather than channels and are therefore disseminated through an actual platform—YouTube, which functions as the hosting and distribution channel.

2.1 CONSIDERATIONS

The channels set up for FINE are the structures or digital spaces that enable the delivery of content and interaction with the audience. They are the foundational infrastructure that makes communication and dissemination possible.

Actions refer to the activities and materials executed through those channels. These include posting updates, publishing news articles, hosting webinars, launching videos, or running campaigns. Therefore, a video is an action or output; a press release is an action, while the website or LinkedIn page serves as the channel through which that release is shared.

This distinction helps ensure clarity when evaluating the role and function of each element within the project’s dissemination strategy. While tools and content formats are essential for engagement, they rely on the proper configuration and use of channels to effectively reach the target audiences.

In this light, Deliverable 5.1 focuses specifically on the identification, setup, and use of the dissemination channels described. The ongoing implementation and performance of the actions carried out through them will be monitored and reported in coordination with other tasks under WP5.