

**Private Public Partnership Project (PPP)**  
Large-scale Integrated Project (IP)



#### **D.12.9: Startup Weekend events report**

**Project acronym:** FI-WARE

**Project full title:** Future Internet Core Platform

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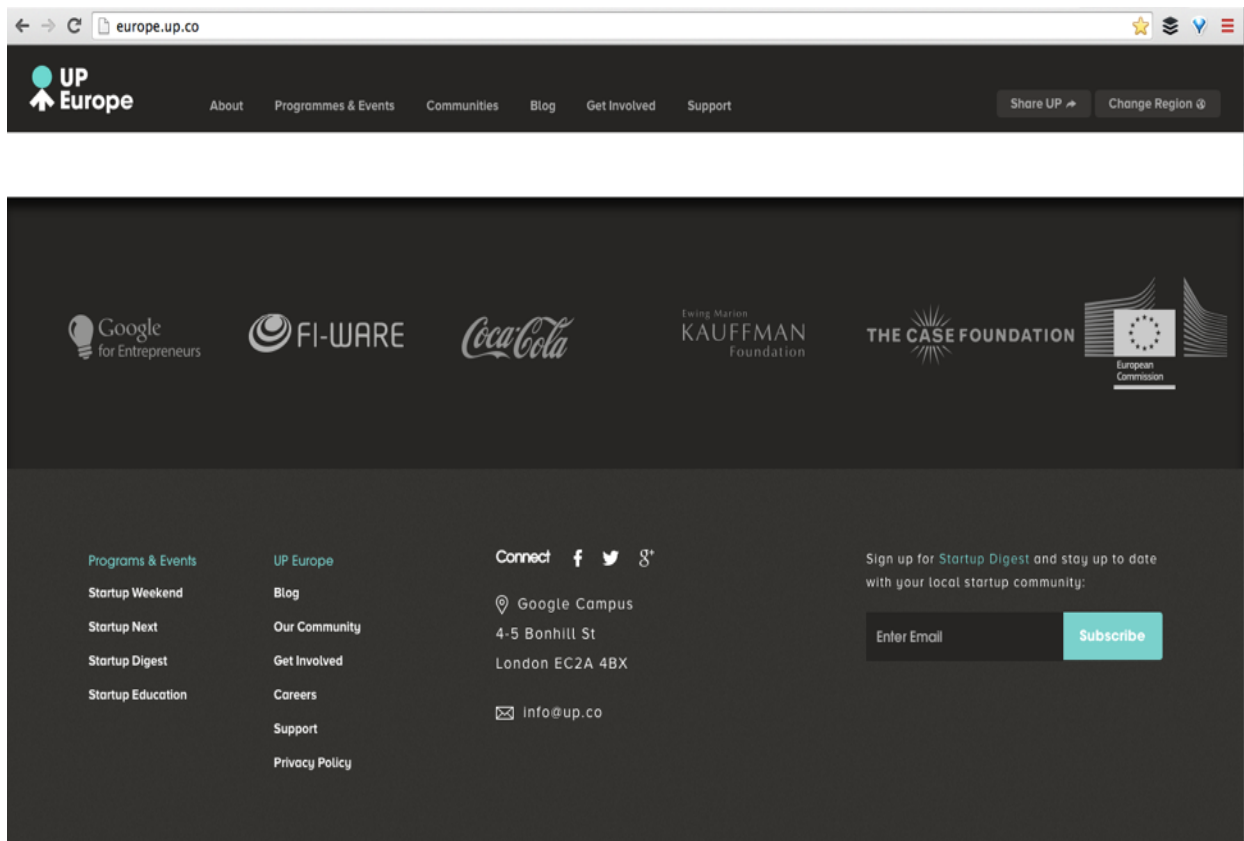
# 1 Introduction

This document is a summary of event activities conducted by UP Europe as part of the FIWARE project. The goal was to raise awareness around the platform and help with adoption.

## 2 Different types of events

### 2.1 Regular Startup Weekend events

Since the very beginning of the project, FIWARE was listed as one of UP Europe's Regional Sponsors for Europe in the main website (including link), as well as on the local website for each of the active cities in Europe (see image).



UP Europe trained all its official Facilitators about the partnership and the FIWARE project in order to get them prepared to represent FIWARE at the events. Example of one of the mailings:

*"Hey everyone!*

*In the Startup Weekend facilitator deck you can find our latest addition to the European partners! [FI-WARE](#) belongs to one of our current projects with the European Commission.*

*So, in order for you guys to know what it is and how you can explain it to the participant crowd, we are giving you a quick overview of what you need to know and a few links to learn more about FI-WARE.*

*Please make sure you click through it, in case someone approaches you with questions over the weekend!*

*Happy facilitating!*

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### ***What is FI-WARE? (use this when presenting the sponsors on friday night)***

*FI-WARE is a groundbreaking suite of software designed to create the optimal environment for entrepreneurship and software development. By utilizing the best in class Open Source Software, along with a combination of custom integrations, FI-WARE is Europe's most ambitious IT project to date, and offers European Developers and Entrepreneurs a unique opportunity to create world changing and world beating applications.*

*In case you have any questions over the weekend, please reach out to me or email [fiware@up.co](mailto:fiware@up.co) directly. We will send out info and learning material to you after the event as well.*

***(For visibility please add "[fiware@up.co](mailto:fiware@up.co)" to the FI-WARE slide in the facilitator deck)***

### ***FI-WARE links for some great general overview and quick learning:***

*Those resources are also a great way for you to equip participants with further info and learning material. Nevertheless, all participants will also receive a post-event email with all the info, so you can also refer to an email coming up with more info.*

*FI-WARE guide: <http://www.fi-ware.org/2014/06/16/presentation-a-basic-guide-to-fi-ware/>*

*FI-WARE Infographic: <http://www.fi-ware.org/2013/11/29/what-is-fi-ware-what-is-fi-lab-an-infographic/>*

*FI-WARE website:  
<http://www.fi-ware.org/>*

*FI-WARE webinars:*

<http://www.fi-ware.org/webinars>

FI-WARE E-learning platform:

<http://edu.fi-ware.org/>

All the UP Europe Facilitators were instructed to use those guidelines during the event, on top of using this slide to thank the implication of FIWARE and explain the project as mentioned during the opening and closing speech of the event:



### 2.1.1 Event format

All Startup Weekend events follow the same basic model: anyone is welcome to pitch their startup idea and receive feedback from their peers. Teams organically form around the top ideas (as determined by popular vote) and then it's a 54 hour frenzy of business model creation, coding, designing, and market validation. The weekend culminates with presentations in front of local entrepreneurial leaders with another opportunity for critical feedback.

This is a general agenda for a Startup Weekend event:

### Friday

6pm – Doors Open for Registration and Networking  
 7pm – Official Kick-off and Welcome  
 7:15pm – Speakers and messages from our sponsors.  
 8 – Pitches Start  
 9 – Teams are formed and projects are started.

**Saturday** - This day is all about building, developing, designing, writing, marketing surveys, etc.

9am – Doors Open, breakfast & coffee will be served.  
 12pm – Lunch and Quick Group Check in (15 mins)  
 12:30pm – Speaker  
 7pm – Dinner on your own

**Sunday** - Time to put on the finishing touches on the project and prep for demo presentations.

9am – Doors Open, breakfast & coffee will be served.  
 12pm – Lunch and Quick Group Check in (15 mins)  
 4pm – Sunday Demo Session  
 7pm – Dinner and end

## 2.1.2 FIWARE Presence

Since March 28<sup>th</sup> until December 12<sup>th</sup>, every single Startup Weekend event organized in Europe had FIWARE presence at least in two ways:

- Listed on the event's website as European Sponsor with logo and link.
- Brief speech and presentation done by the Facilitator on Friday and Sunday during the event.

## 2.1.3 List of events

CITY	COUNTRY	VERTICAL	DATE	ATTENDEES
Barcelona	Spain		28/03/2014	138
Cork	Ireland	University	28/03/2014	55

Kiev	Ukraine	Women	28/03/2014	60
Rennes	France		28/03/2014	75
Torino	Italy	Food	28/03/2014	126
Trento	Italy		28/03/2014	98
DUBROVNIK	Croatia	University	04/04/2014	75
Leuven	Belgium		04/04/2014	198
Ljubljana	Slovenia		04/04/2014	75
London	UK		04/04/2014	106
Malta	Malta		04/04/2014	58
Timisoara	Romania		04/04/2014	88
Évora	Portugal		04/04/2014	30
Lille	France	Maker	11/04/2014	38
Lyon	France	University	11/04/2014	68
Valencia	Spain	Google Glass	11/04/2014	160
Copenhagen	Denmark	Education	25/04/2014	80
Kaunas	Lithuania		25/04/2014	35
Monaco	Monaco		25/04/2014	40
Nancy	France		25/04/2014	52
Split	Croatia		25/04/2014	75
Trondheim	Norway		25/04/2014	75
Lecce	Italy		02/05/2014	63
Paris	France	University	02/05/2014	100
Athens	Greece	Sustainability	09/05/2014	45
Belgrade	Serbia		09/05/2014	42
Helsinki	Finland	Sustainability	09/05/2014	69
Sofia	Bulgaria		09/05/2014	149
Aix Provence	France		16/05/2014	121
Cagliari	Italy		16/05/2014	197
Iasi	Romania		16/05/2014	166
Mainz	Germany		16/05/2014	75
Stockholm	Sweden		16/05/2014	172
Viseu	Portugal		16/05/2014	30

Zurich	Switzerland		16/05/2014	67
Cambridge	UK	Education	23/05/2014	57
Catania	Italy		23/05/2014	136
Lucerne	Switzerland		23/05/2014	36
Luxembourg	Luxembourg		23/05/2014	80
Montpellier	France		23/05/2014	122
Targu Mures	Romania		23/05/2014	69
Valais	Switzerland		23/05/2014	34
Benevento	Italy		30/05/2014	52
Leipzig	Germany		30/05/2014	112
Varna	Bulgaria		30/05/2014	101
Warsaw	Poland		30/05/2014	110
Bergen	Norway		06/06/2014	54
Dublin	Ireland		06/06/2014	183
Liege	Belgium	Cleanweb	13/06/2014	66
Mulhouse	France		13/06/2014	55
Munich	Germany		13/06/2014	44
Oslo	Norway		13/06/2014	64
Berlin	Germany	Maker	20/06/2014	86
Paris	France		20/06/2014	67
Brussels	Belgium		27/06/2014	159
London	UK	Smart Cities	27/06/2014	59
Amsterdam	Netherlands		04/07/2014	154
Brasov	Romania		04/07/2014	32
Hamburg	Germany		04/07/2014	187
Moscow	Russia		22/08/2014	77
Oradea	Romania		29/08/2014	43
Sarajevo	Bosnia		29/08/2014	34
Stockholm	Sweden	Health & Wellness	29/08/2014	144
Dijon	France		05/09/2014	57
Stuttgart	Germany	Women	05/09/2014	114
London	UK	Fashion & Tech	12/09/2014	81

Nantes	France		12/09/2014	137
Milan	Italy	Fashion & Tech	19/09/2014	47
Odessa	Ukraine		19/09/2014	31
Reggio Emilia	Italy		19/09/2014	88
Skopje	Macedonia		19/09/2014	93
Enschede	Netherlands		26/09/2014	40
Paris	France	Fashion & Tech	26/09/2014	84
Poznan	Poland	Fashion & Tech	26/09/2014	122
Vlasic	Bosnia		26/09/2014	49
Ascoli Piceno	Italy		03/10/2014	104
London	UK	Art	03/10/2014	118
Milan	Italy	FIWARE	03/10/2014	30
Orlèans	France		03/10/2014	61
Zurich	Switzerland	Creative Business	03/10/2014	53
Bari	Italy		10/10/2014	68
Coimbra	Portugal		10/10/2014	57
Helsinki	Finland	Health & Wellness	10/10/2014	83
Oslo	Norway		10/10/2014	89
Stavanger	Norway		10/10/2014	60
Athens	Greece	Youth	11/10/2014	30
Aix-Marseille	France		17/10/2014	139
Antwerp	Belgium		17/10/2014	123
Berlin	Germany	FIWARE	17/10/2014	30
Koblenz	Germany		17/10/2014	32
Malta	Malta		17/10/2014	39
Mostar	Bosnia		17/10/2014	28
Valencia	Spain	FIWARE	17/10/2014	78
Basel	Switzerland		24/10/2014	58
London	UK	FinTech	24/10/2014	94
Madrid	Spain	Education	24/10/2014	50
Neuchatel	Switzerland		24/10/2014	30
Oresund	Denmark		24/10/2014	102



Reutlingen	Germany		24/10/2014	27
Rhein Main	Germany		24/10/2014	91
St.Gallen	Switzerland		24/10/2014	29
Aalborg	Denmark		31/10/2014	70
Berlin	Germany	Automotive	07/11/2014	50
Groningen	Netherlands		07/11/2014	123
Torun	Poland		07/11/2014	128
Trondheim	Norway		07/11/2014	46
Zilina	Slovakia		07/11/2014	29
Bergen	Norway		14/11/2014	76
Chisinau	Moldova		14/11/2014	93
Compiègne	France		14/11/2014	46
Dubrovnik	Croatia		14/11/2014	43
Galway	Ireland		14/11/2014	85
Genova	Italy		14/11/2014	83
Gran Canaria	Spain		14/11/2014	40
Grenoble	France	Sports and mountain	14/11/2014	119
Kiev	Ukraine		14/11/2014	33
Le Havre	France		14/11/2014	33
Liepaja	Latvia		14/11/2014	56
Lisbon	Portugal	FIWARE	14/11/2014	84
London	UK	Youth	14/11/2014	36
Luxembourg	Luxembourg		14/11/2014	56
Lyon	France		14/11/2014	131
Nottingham	UK		14/11/2014	29
Palermo	Italy		14/11/2014	85
Roma	Italy		14/11/2014	96
Timisoara	Romania		14/11/2014	54
Utrecht	Netherlands	Smart Cities	14/11/2014	61
Valencia	Spain		14/11/2014	50
Warsaw	Poland	FinTech	14/11/2014	103
Aarhus	Denmark		21/11/2014	60

Bern	Switzerland		21/11/2014	86
Bratislava	Slovakia		21/11/2014	72
Budapest	Hungary		21/11/2014	77
Burgos	Spain		21/11/2014	33
Cambridge	UK	FinTech	21/11/2014	60
Copenhagen	Denmark		21/11/2014	80
Cork	Ireland		21/11/2014	36
Córdoba	Spain		21/11/2014	90
Dresden	Germany		21/11/2014	77
Dublin	Ireland		21/11/2014	110
Lancaster	UK	University	21/11/2014	49
Lille	France		21/11/2014	81
Limerick	Ireland		21/11/2014	72
Ludwigshafen	Germany		21/11/2014	23
Sevilla	Spain		21/11/2014	160
Sheffield	UK		21/11/2014	62
Sofia	Bulgaria		21/11/2014	93
Stockholm	Sweden		21/11/2014	99
Strasbourg	France		21/11/2014	122
Stuttgart	Germany		21/11/2014	130
Swansea	UK		21/11/2014	69
Tirana	Albania		21/11/2014	144
Toulon	France		21/11/2014	84
Volos	Greece		21/11/2014	46
Bolzano-Bozen	Italy	Social innovation	28/11/2014	45
Eindhoven	Netherlands		28/11/2014	134
Saint Denis	Reunion		28/11/2014	133
Geneva	Switzerland		05/12/2014	77
Ghent	Belgium		05/12/2014	44
Patras	Greece		05/12/2014	25
Rouen	France		05/12/2014	75
Zurich	Switzerland		05/12/2014	106

Bologna	Italy		12/12/2014	68
Málaga	Spain		12/12/2014	57

## 2.1.4 Metrics

Number of events: 164

Number of cities: 130

Number of countries: 36

Minimum number of attendees\*: 12,800

\*This is an estimate based on Eventbrite's date. Most of the events don't include mentors, coaches, judges and organizers, only actual participants. The estimation, including all the people involved at the event, would be over 15,000 people.

## 2.2 Startup Weekend events with FIWARE sponsorship

UP Europe strategically selected, in agreement with other partners, a number of cities to have FIWARE direct sponsorship to go even deeper with the brand awareness.

### 2.2.1 Event format

Same format as the regular Startup Weekend events. Go to 2.1.1 (page 4).

### 2.2.2 FIWARE Presence

- Listed on the event's website as European Sponsor with logo and link.
- Listed on the event's website as Local Sponsor with logo and link.
- Brief speech and presentation done by the Facilitator on Friday and Sunday during the event.

### 2.2.3 List of events

CITY	COUNTRY	VERTICAL	DATE	ATTEND EES	WEBSITE
Bergen	Norway		14/11/2014	76	<a href="http://www.up.co/communities/norway/bergen/startup-weekend/3098">http://www.up.co/communities/norway/bergen/startup-weekend/3098</a>

Chisinau	Moldova		14/11/2014	93	<a href="http://www.up.co/communities/moldova/chisinau/startup-weekend/4511">http://www.up.co/communities/moldova/chisinau/startup-weekend/4511</a>
Genova	Italy		14/11/2014	83	<a href="http://www.up.co/communities/italy/genova/startup-weekend/4165">http://www.up.co/communities/italy/genova/startup-weekend/4165</a>
Gran Canaria	Spain		14/11/2014	40	<a href="http://www.up.co/communities/spain/grancanaria/startup-weekend/4510">http://www.up.co/communities/spain/grancanaria/startup-weekend/4510</a>
Grenoble	France	Sports and mountain	14/11/2014	119	<a href="http://www.up.co/communities/france/grenoble/startup-weekend/3802">http://www.up.co/communities/france/grenoble/startup-weekend/3802</a>
Kiev	Ukraine		14/11/2014	33	<a href="http://www.up.co/communities/ukraine/kyiv/startup-weekend/5062">http://www.up.co/communities/ukraine/kyiv/startup-weekend/5062</a>
Liepaja	Latvia		14/11/2014	56	<a href="http://www.up.co/communities/latvia/liepaja/startup-weekend/4016">http://www.up.co/communities/latvia/liepaja/startup-weekend/4016</a>
Lyon	France		14/11/2014	131	<a href="http://www.up.co/communities/latvia/liepaja/startup-weekend/4016">http://www.up.co/communities/latvia/liepaja/startup-weekend/4016</a>
Nottingham	UK		14/11/2014	29	<a href="http://www.up.co/communities/uk/nottingham/startup-weekend/4217">http://www.up.co/communities/uk/nottingham/startup-weekend/4217</a>
Palermo	Italy		14/11/2014	85	<a href="http://www.up.co/communities/italy/palermo/startup-weekend/4143">http://www.up.co/communities/italy/palermo/startup-weekend/4143</a>
Roma	Italy		14/11/2014	96	<a href="http://www.up.co/communities/italy/roma/startup-weekend/4879">http://www.up.co/communities/italy/roma/startup-weekend/4879</a>
Timisoara	Romania		14/11/2014	54	<a href="http://www.up.co/communities/romania/timisoara/startup-weekend/4585">http://www.up.co/communities/romania/timisoara/startup-weekend/4585</a>
Valencia	Spain		14/11/2014	50	<a href="http://www.up.co/communities/spain/valencia/startup-weekend/4349">http://www.up.co/communities/spain/valencia/startup-weekend/4349</a>
Aarhus	Denmark		21/11/2014	60	<a href="http://www.up.co/communities/denmark/aarhus/startup-weekend/5054">http://www.up.co/communities/denmark/aarhus/startup-weekend/5054</a>
Bratislava	Slovakia		21/11/2014	72	<a href="http://www.up.co/communities/slovakia/bratislava/startup-weekend/5092">http://www.up.co/communities/slovakia/bratislava/startup-weekend/5092</a>
Budapest	Hungary		21/11/2014	77	<a href="http://www.up.co/communities/hungary/budapest/startup-weekend/4436">http://www.up.co/communities/hungary/budapest/startup-weekend/4436</a>
Cambridge	UK	FinTech	21/11/2014	60	<a href="http://www.up.co/communities/uk/cambridge/startup-weekend/4465">http://www.up.co/communities/uk/cambridge/startup-weekend/4465</a>
Copenhagen	Denmark		21/11/2014	80	<a href="http://www.up.co/communities/denmark/copenhagen/startup-weekend/5017">http://www.up.co/communities/denmark/copenhagen/startup-weekend/5017</a>
Córdoba	Spain		21/11/2014	90	<a href="http://www.up.co/communities/spain/cordobaodb/startup-weekend/4125">http://www.up.co/communities/spain/cordobaodb/startup-weekend/4125</a>
Dresden	Germany		21/11/2014	77	<a href="http://www.up.co/communities/germany/dresden/startup-weekend/4755">http://www.up.co/communities/germany/dresden/startup-weekend/4755</a>

Lancaster	UK	University	21/11/2014	49	<a href="http://www.up.co/communities/uk/lancaster-uk/startup-weekend/4673">http://www.up.co/communities/uk/lancaster-uk/startup-weekend/4673</a>
Sevilla	Spain		21/11/2014	160	<a href="http://www.up.co/communities/spain/sevilla/events/4266">http://www.up.co/communities/spain/sevilla/events/4266</a>
Sheffield	UK		21/11/2014	62	<a href="http://www.up.co/communities/uk/sheffield/startup-weekend/3777">http://www.up.co/communities/uk/sheffield/startup-weekend/3777</a>
Sofia	Bulgaria		21/11/2014	93	<a href="http://www.up.co/communities/bulgaria/sofia/events/3720">http://www.up.co/communities/bulgaria/sofia/events/3720</a>
Stockholm	Sweden		21/11/2014	99	<a href="http://www.up.co/communities/stockholm/events/4441">http://www.up.co/communities/stockholm/events/4441</a>
Stuttgart	Germany		21/11/2014	130	<a href="http://www.up.co/communities/stuttgart/events/4400">http://www.up.co/communities/stuttgart/events/4400</a>
Swansea	UK		21/11/2014	69	<a href="http://www.up.co/communities/uk/swansea/events/3969">http://www.up.co/communities/uk/swansea/events/3969</a>
Tirana	Albania		21/11/2014	144	<a href="http://www.up.co/communities/tirana/events/4370">http://www.up.co/communities/tirana/events/4370</a>
Volos	Greece		21/11/2014	46	<a href="http://www.up.co/communities/volos/events/4399">http://www.up.co/communities/volos/events/4399</a>
Bolzano-Bozen	Italy	Social innovation	28/11/2014	45	<a href="http://www.up.co/communities/bolzano-bozen/events/4475">http://www.up.co/communities/bolzano-bozen/events/4475</a>
Eindhoven	Netherlands		28/11/2014	134	<a href="http://www.up.co/communities/eindhoven/events/3559">http://www.up.co/communities/eindhoven/events/3559</a>
Patras	Greece		05/12/2014	25	<a href="http://www.up.co/communities/patras/events/4922">http://www.up.co/communities/patras/events/4922</a>
Bologna	Italy		12/12/2014	68	<a href="http://www.up.co/communities/bologna/events/4150">http://www.up.co/communities/bologna/events/4150</a>
Málaga	Spain		12/12/2014	57	<a href="http://www.up.co/communities/malaga/events/5115">http://www.up.co/communities/malaga/events/5115</a>

## 2.2.4 Metrics

Number of events: 34

Number of cities: 34

Number of countries: 18

Minimum number of attendees\*: 2,642

\*This is an estimate based on Eventbrite's date. Most of the events don't include mentors, coaches, judges and organizers, only actual participants. The estimation, including all the people involved at the event, would be over 3,000 people.

## 2.3 Startup Weekend events with FIWARE direct implication

### 2.3.1 FIWARE Presence

- Listed on the event's website as European Sponsor with logo and link.
- Listed on the event's website as Local Sponsor with logo and link.
- Presence of a FIWARE Evangelist hired by UP Europe during the entire weekend (fully covered in section 3 of this report). The evangelist was available during the weekend to answer specific questions and navigate participants to the appropriate learning material online
- Promotion supported by swag sent to the events by UP Europe and training material (provided by Ogilvy)
- Tutorial videos shown and sent to the attendees during the event
- Confirmation Email informing about the opportunities to get involved with FIWARE.
- Evangelist keynote speech on Friday night
- Post-event survey and linking to additional info and learning material

### 2.3.2 List of events

CITY	COUNTRY	VERTICAL	DATE	ATTENDEES
Sofia	Bulgaria		09/05/2014	149
Cambridge	UK	Education	23/05/2014	57
Bergen	Norway		06/06/2014	54
Liege	Belgium	Cleanweb	13/06/2014	66
Berlin	Germany	Maker	20/06/2014	86
London	UK	Smart Cities	27/06/2014	59
Hamburg	Germany		04/07/2014	187
Sarajevo	Bosnia		29/08/2014	34

### 2.3.3 Metrics

Number of events: 8

Number of cities: 8

Number of countries: 6

Minimum number of attendees\*: 692

\*This is an estimate based on Eventbrite's date. Most of the events don't include mentors, coaches, judges and organizers, only actual participants. The estimation, including all the people involved at the event, would be over 800 people.

## 2.4 Startup Weekend FIWARE editions

During August, UP Europe was asked by other partners to organize a series of Startup Weekend events fully focused on FIWARE, even though this was not part of the initial agreement. As the goal was to help the project and the dissemination of it, these events took place with no problem.

### 2.4.1 Event format

Same format as the regular Startup Weekend events. Go to 2.1.1 (page 4). With two main differences:

- The Startup Weekend event was fully focused on FIWARE, with all the projects using the platform.
- The Startup Weekend event was preceded by a two day long Bootcamp led by FIWARE experts with the objective of training the participants on the FIWARE platform. The format for the Bootcamp was:

#### DAY 1

8:30-9:00	Registration
9:00-10:00	FIWARE Overview
10:00-11:00	Managing Context Information at large scale (part I)
11:00-11:15	Break
11:15-12:30	Managing Context Information at large scale (part II)
12:30-13:30	Lunch break
13:30-15:00	Adding Identity Management and Access Control to your application
15:00-17:00	Connecting to the Internet of Things
17:00-17:15	Break
17:15-19:00	Learn the basis of FIWARE Cloud capabilities and setup your own environment on the FIWARE Lab

#### DAY 2

9:00-11:00	Enhancing the User Experience of your application: 3D, virtual worlds
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11:00-11:15 Break  
 11:15-12:30 How to incorporate Augmented Reality capabilities to your application  
 12:30-13:30 Lunch  
 13:30-14:30 Real-time media stream processing  
 14:30-15:30 Context information processing and analysis  
 15:30-16:30 Data/Applications Visualization and Mashup  
 16:30-16:45 Break  
 16:45-17:45 Monetize your APIs and datasets or make them available as Open Data  
 17:45-18:00 How to learn more and get support about FIWARE  
 18:00 Start of Startup Weekend event

### 2.4.2 FIWARE Presence

- Listed on the event's website as European Sponsor with logo and link.
- Events organized by FIWARE partners locally
- Cross-promotion between FIWARE and UP Europe
- All the projects participating had to use FIWARE during the weekend

### 2.4.2 List of events

CITY	COUNTRY	VERTICAL	DATE	ATTENDEES	WEBSITE
Milan	Italy	FIWARE	03/10/2014	30	<a href="http://www.up.co/communities/italy/milan/startup-weekend/4594">http://www.up.co/communities/italy/milan/startup-weekend/4594</a>
Berlin	Germany	FIWARE	17/10/2014	30	<a href="http://www.up.co/communities/germany/berlin/startup-weekend/4622">http://www.up.co/communities/germany/berlin/startup-weekend/4622</a>
Valencia	Spain	FIWARE	17/10/2014	78	<a href="http://www.up.co/communities/spain/valencia/startup-weekend/4901">http://www.up.co/communities/spain/valencia/startup-weekend/4901</a>
Lisbon	Portugal	FIWARE	14/11/2014	84	<a href="http://www.up.co/communities/portugal/lisbon/startup-weekend/4709">http://www.up.co/communities/portugal/lisbon/startup-weekend/4709</a>

### 2.4.3 Metrics

Number of events: 4  
 Number of cities: 4  
 Number of countries: 4  
 Minimum number of attendees\*: 222



\*This is an estimate based on Eventbrite's date. Most of the events don't include mentors, coaches, judges and organizers, only actual participants. The estimation, including all the people involved at the event, would be over 250 people.

## 2.5 FIWARE Bootcamps

### 2.5.1 FIWARE Presence

- Event fully focus on training developers on the FIWARE technology
- Facilitated by the FIWARE Evangelist or other FIWARE partners.

### 2.5.2 List of events

CITY	COUNTRY	DATE
Sofia	Bulgaria	08/05/2014
Bergen	Norway	04/06/2014
Liege	Belgium	13/06/2014
London	UK	27/06/2014
Valencia	Spain	15/10/2014
Lisbon	Portugal	13/11/2014

### 2.5.1 Metrics

Number of events: 6

Number of cities: 6

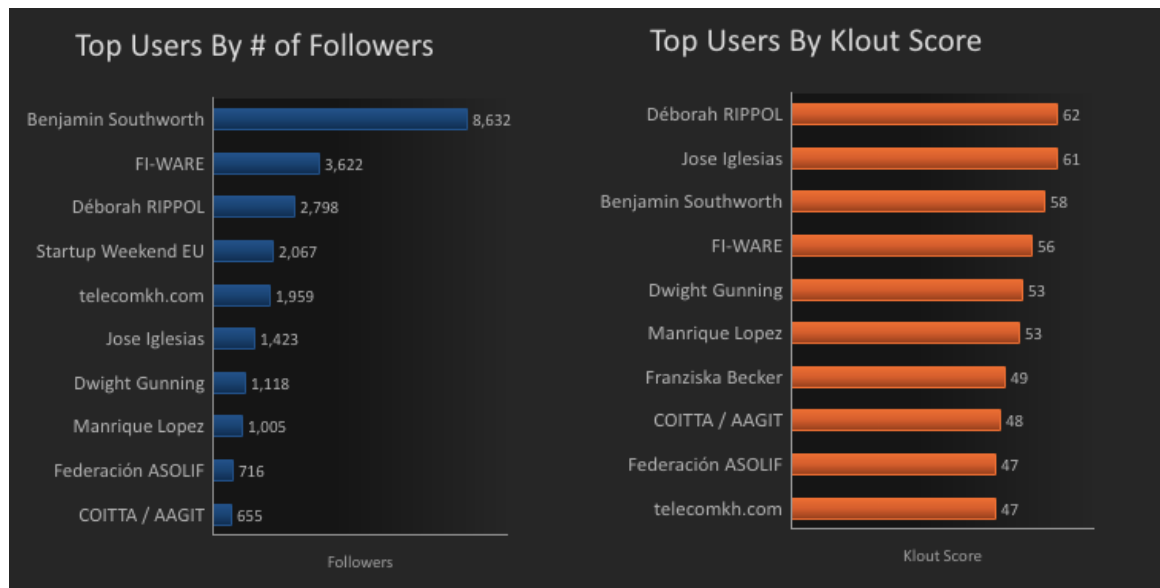
Number of countries: 5

## 3 FIWARE EVANGELIST

### 3.1 Introduction

In order to disseminate the FIWARE platform on our events, UP Europe hired a FIWARE technology evangelist. To learn more about him, you will be directed to his LinkedIn profile by clicking his name: [Benjamin Southworth](#).

On top of his background in technology, web development, coding and government, he is also a great influencer on Social Media and masters public speaking by combining strong knowledge in the field of the past and future of the Internet and practical coding experiences with enthusiasm and very much relatable personality within the Startup Weekend community. Feedback on his performance has been very positive throughout all events as well as after his speech in Brussels at the “Committee of the regions”. This fact had a positive influence on driving Social Media traffic to Startup Weekend FIWARE events as well as resulted in great value-adding branding results for FIWARE. This is also what UP Europe was able to track within its Social Media analytic results as shown below. Here, Benjamin ranks #1 as Top User by number of followers and reaches Top 3 within the Top Users by Klout Score, a score determining the “true reach”, “amplification” and “network impact” within the most popular Social Media accounts such as Twitter, Facebook, Google+ and LinkedIn to name a few examples.



Source: Simply Measured

Source: Simply Measured

In order to provide full information about the FIWARE assistance and support by the developer evangelist his job description, the description of the interaction with participants and the mentoring during events is outlined below:

### 3.1.1 Job description FI-WARE Tech Evangelist

Benjamin was present at eight Startup Weekends, during which he presented FIWARE and articulated its general technical and business value. In these events UP Europe gave participants, but mainly developers the chance to get to know FIWARE, upcoming challenges and prizes and ask technical and non-technical questions.

*In detail the FIWARE evangelist's responsibilities based on his job description were the following:*

### **Planning / Curriculum Development**

- Give feedback on the FIWARE curriculum for the Startup Weekend events
- Identify and mitigate challenges during the events
- Adapt first lessons from previous events to meet participant's needs
- Consolidate learnings from each event to modify / update curriculum and approach

### **Evangelism and training**

- Present FIWARE's vision, implementation, technical benefits and upcoming opportunities to get engaged in the FIWARE community and developer platform during a 30minute speech.
- Be present and high-energy for all 54 hours of the 5-10 Startup Weekend events to support teams who express interest in using FIWARE technologies
- Act as the No.1 technical go-to person for FIWARE related questions

### **Reporting**

- By the end of your contract, you will be able to summarize the perceived benefits as well as problems

### **During the hiring stage we also focused on whether the candidate satisfied the following profile**

- You have broad technical expertise in several programming languages, such as HTML + CSS, Java, C++, PHP, Python, Ruby, and Javascript
- You feel comfortable in public speaking to both a technical and non-technical audience
- Customer-oriented and great listener
- You have developed some knowledge of FI-WARE prior to applying for the role
- You have participated/organised to a Startup Weekend before (Bonus!)
- You have some knowledge and/or experience in fields of Smarter Cities Big Data, Open Source and/or Internet of Things etc. (Bonus!)
- Excellent organizational and time management skills

### **3.1.2 Bootcamp/ Keynote speech**

In case of a Bootcamp Benjamin usually arrived a day or two in advance of the actual Startup Weekend. Through combined effort our organisers and the FIWARE project team set up a FI-WARE session of about 1.5 hours. FI-WARE events were free of charge and community members, developers and other interested regional startup community members could sign up for the event through [Eventbrite](#), such as shown alongside:

← → ↻ <https://www.eventbrite.com/e/fi-ware-bootcamp-bergen-tickets-11601034005> 🔍 ⚙️ 🏠 ☰

### FI-WARE Bootcamp Bergen

Wednesday, June 4, 2014 from 5:30 PM to 9:00 PM (CDT)  
Bergen, Norway

✉ Email 📄 Share 🐦 Tweet 📘 Like 4 people like this. Be the first of your friends.

**Bergen Offentlige Bibliotek**

Strømgaten 6  
Bergen, 5015 NO  
Wednesday, June 4, 2014 from 5:30 PM to 9:00 PM (CDT)  
[Add to my calendar](#)

### Bummer! Sales have ended.

Unfortunately, tickets for this event are no longer on sale.

[View upcoming events](#) [Create an event](#)

#### Event Details

We know that during a Startup Weekend event there isn't a lot of time to learn new things. You Have an idea that you would like to work on at Startup Weekend and you do the best you can with the tools you have. But sometimes those tools aren't enough, which is why we're running this pre-Startup Weekend bootcamp.

Since March 2014 we are working together with the European Commission to bring FI-WARE to our Startup Weekend events. As part of the EC's entrepreneurship Action Plan 2020, the EC has developed [FI-WARE](#) - A unique, free open-source developer platform. It has the intention to support young start-ups like yours and other digital businesses with free cloud hosting, data and context management, Interfaces to Networks and Devices, Architecture to Applications and Services and many more.

Check out their infographic to get a better idea what they can do for you [here](#)

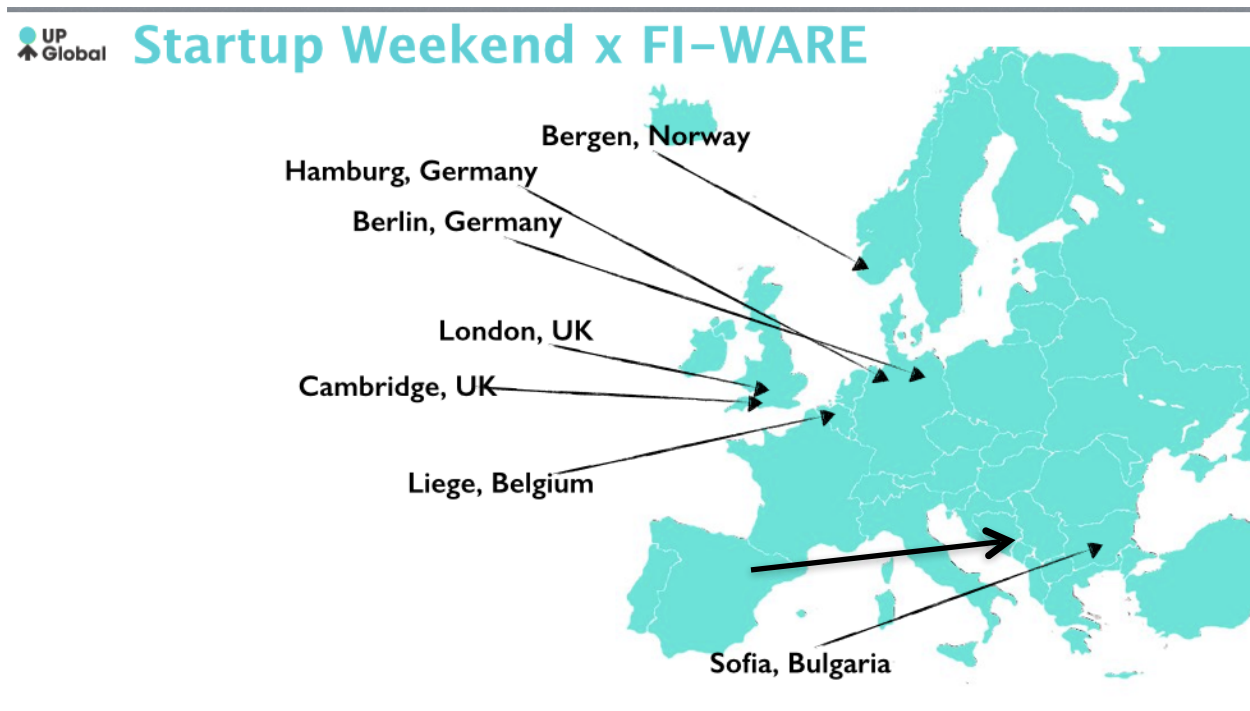
Name of Bootcamp: FI-WARE  
Date & Time: June 4th, 2014, 5.30pm  
Location: Bergen Offentlige Bibliotek - <http://bergenbibliotek.no> Strømgaten 6, 5015 Bergen

#### Event Organized by Startup Weekend: Bootcamp

**Startup Weekend** Bootcamps are part of a global grassroots movement of active and empowered entrepreneurs who are learning the basics of founding startups and launching successful ventures. It is the largest community of passionate entrepreneurs with over a thousand past events in 110+ countries around the world.

The non-profit organization is in Seattle, Washington but Startup Weekend Bootcamp organizers can be found in cities around

Benjamin would present the benefits, a few first technical details and future opportunities to get involved with FI-WARE.



Until end of August, eight Startup Weekend organizers partnered with FIWARE. Namely, Sofia (Bulgaria), Cambridge (UK), Liege (Belgium), Bergen (Norway), Berlin (Germany), London (UK), Hamburg (Germany) and Sarajevo (Bosnia).

Every FIWARE partner received an additional 1,000 Euro, which was meant to cover additional drinks, snacks, venue costs etc. Furthermore, our organizers were using their Social Media presence to boost the FIWARE and our different locations to present the developer platform. Throughout those events, all FIWARE Social Media accounts ran by our partners from Ogilvy supported us in spreading the word around our events and article campaign.





**FI-WARE**  
@FIware



Following

We have partnered up with [@SW\\_Berlin](#) this week! Check out this post on why [#hardware](#) is the next big thing: [bit.ly/1ph98xh](http://bit.ly/1ph98xh) [#SWxFW](#)

 Reply  Retweeted  Favorite  Buffer  More

RETWEETS  
**3**

FAVORITES  
**3**




10:20 AM - 20 Jun 2014


 **FI-WARE** @Fiware · Jun 11  
Tomorrow we will be in #Liege for a FI-WARE Bootcamp with @SWLiege. Get your free tickets here: [eventbrite.com/e/fi-ware-boot...](https://eventbrite.com/e/fi-ware-boot...)

← ↻ 2 ≡ ★ ...

 Retweeted by FI-WARE

 **Startup Weekend Lg** @SWLiege · Jun 10  
You are an ambitious developer? Then subscribe to the @Fiware Bootcamp of this Thursday in Liège! [eventbrite.com/e/fi-ware-boot...](https://eventbrite.com/e/fi-ware-boot...) #swliege

← ↻ 3 ≡ ★ 1 ...

 **FI-WARE** @Fiware · Jun 4  
Looking forward to gathering feedback on FI-WARE & FI-Lab from developers at the FI-WARE Bootcamp in @SWBergen! @inthecompanyof #SWxFW

← ↻ 3 ≡ ★ 3 ...

 Retweeted by FI-WARE

 **Benjamin Southworth** @inthecompanyof · Jun 4  
Arrived and WIFI'd up, prepping my presentation on @Fiware for @SWbergen. Beautiful city. Very excited. #SWxFW

← ↻ 5 ≡ ★ 5 ...

 Retweeted by FI-WARE

 **UP Europe** @UPEurope · Jun 4  
.@FIWARE is in the house @SWbergen circuit - introducing the new free developer and cloud service platform. Join them tonight! #SWxFW

← ↻ 3 ≡ ★ 3 ...

In the case of Startup Weekend Bergen, the organisers in Bergen implemented FIWARE in their Startup Circuit, a whole afternoon dedicated to inform young entrepreneurs from the area about new services and products supporting their success. As one of the leading European startup communities and one of the first cities who got to implement our UP Global's [new community sites](#) they published a short intro blog post on FIWARE, which you can read [here](#).



Also their blog post on E-health and how FIWARE supports meaningful academic research startups has experienced great social media exposure.



### 3.1.3 Mentoring during the weekend



During each event Benjamin was available to all participants to follow up with questions on FIWARE and engage with the community overall.



The picture above shows Benjamin during Startup Weekend Education in Cambridge (UK).

He spent some time and engaged with the participants and elaborated on the more technical aspects of FIWARE, the new educational opportunities to learn more about FI-WARE.

#### **3.1.4 Other events**

Benjamin Southworth went to Brussels to give a similar speech than the one he delivered at all the Startup Weekend events at the “Committee of the regions”:

<http://new.livestream.com/corlive1/events/2945791> (starts at minute 30).