

PROJECT PERIODIC REPORT

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Periodic report: 1st ☐ 2nd ☒ 3rd ☐ 4th ☐

Period covered: from 1/9/2014 to 31/8/2015

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² The home page of the website should contain the generic European flag and the FP7 logo which are available in electronic format at the Europa website (logo of the European flag: http://europa.eu/abc/symbols/emblem/index_en.htm logo of the 7th FP: http://ec.europa.eu/research/fp7/index_en.cfm?pg=logos). The area of activity of the project should also be mentioned.

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2. Project objectives, work progress and achievements

2.1 Project objectives for the second period

Considering the ongoing activities of the project, Atalanta is expected to implement the second iteration of the programme: a full cycle of acceleration including: bridging (promotion of acceleration programmes, Capacitation to support potential applicants and preparation of those selected for acceleration programmes), running the individual accelerators programmes by taking into consideration the results of the previous ones, building synergies with Venture Capital organisations and other stakeholders from the startups ecosystem.

In addition to these ongoing activities, ATALANTA has the objective to set and implement the initiatives decided at the end of the first period:

- **Implement Staff Exchange:** this initiative, aimed at strengthening collaboration between accelerators in the ATALANTA consortium and fostering the exchange of best practices (WP3), was expected to be implemented for the first time within this project period.
- **Increase the number of ATALANTA participations in other events:** a conclusion from previous period of the project was the necessity to increase the participation of ATALANTA in other European events so as to promote the project and generate further collaboration opportunities outside of the consortium (WP6).
- **Launch Startup Exchange:** an initiative to be implemented in this period of the project, Startup Exchange gives the opportunity to a pre-selected number of startups already with some traction to dive into another national market in Europe with a curated program (WP3).
- **Acceleration and Pre-acceleration Summits:** following on the success of the European Accelerator Summit done by ATALANTA in the first reporting period, a Pre-acceleration Summit was to be organized during this reporting period and a white paper to be written in order to share the outcomes of the event. A second edition of the European Accelerator Summit was also to be organized and is scheduled to take the place in the following reporting period (WP2 for pre-acceleration and WP3 for acceleration).

This results in the following sub-objectives per workpackage:

WP1 Management

Based on the outcomes and lessons learned from the previous reporting period, the consortium aims to intensify management of activities and communication within the consortium. It also aims at improving the ability to capture and report on the activities in a complete and timely manner. This workpackage has as main objective of coordinating all project activities and ensure execution according to project plan and objectives.

WP2 Bridging

The objectives for this working period were to continue and improve the promotion activities of the consortium. In addition this workpackage had as an objective to support the 2nd Chance and pre-acceleration events.

WP3 Transnational Accelerators

The main objective for WP3 was the planning and execution of the iterations of the acceleration programs due to happen in this reporting period. Additionally, the consortium intensified the use the F6S platform for

promotion, acceleration and synergy which translates into more and easier collaboration between the different partners as well as the possibility to report/evaluate on certain metrics related to accelerators in a more standardized way. Finally, within this workpackage, several major project initiatives were planned for this reporting period: Staff Exchange, Startup Exchange, the first European Summit and the second European Accelerator Summit (preparation only/event to take place in the next reporting period).

WP4 Office Hours

The main objective for WP4 was the planning and execution of Office Hours within the acceleration/pre-acceleration programs. Within this work package the project also aimed at identifying best practices for the successful implementation of Office Hours. Finally, it was an objective of this workpackage to develop the Virtual Office Hours functionality and make this service available to startups.

WP5 Synergies

The main objective for the period is to coordinate synergy activities, in particular preparation for pitching to investors and pitching events, and to create a platform to share networks and synchronise events between individual accelerators in the consortium. Additionally, an international synergy event with matchmaking between startups and investors is planned for each iteration.

WP6 Exploitation and Dissemination

The main objectives for this reporting period are to implement, maintain the dissemination infrastructure (website, F6S ATALANTA site, hashtags) and to define a series of community events for the dissemination of the ATALANTA project, organize and keep track of dissemination at those events.

2.2 Work progress and achievements during the second period

WP2 Bridging (Second iteration)

Start Date: M1

End Date: M30

WP leader: F6S

Progress towards objectives

This workpackage implements the activities for:

- promotion of the accelerator programs;
- development and execution of capacitation events;
- preparation of startups for acceleration programs;

After the last review meeting, 6 objectives for WP2 were defined to be implement in the current reporting period:

- Recover on delayed deliverables (Achieved)
- Continuity of promotion (Achieved)
- Planning / executing international events (Achieved – European Acceleration Summit)
- 2nd Iteration of Promotion Plan and Mentor Database
- Support for Startup Exchange program (Achieved)

- Support for 2nd Chance (Achieved)

Work Progress and achievements during the period

Promotion of accelerators

The promotion of accelerators is achieved through a series of different mechanisms, namely:

- The ATALANTA webpage (hosted on F6S)
- The profiles of the accelerators on the F6S platform
- The F6S newsletter

The accelerator promotion activities are very much tied in with the growth of the F6S platform. The more users there are on the platform, the bigger exposure there is for accelerators. The table below indicates growth of F6S user-base.

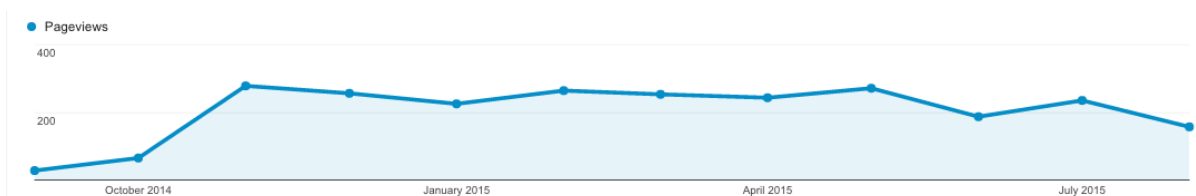
Proposal	01/2014	12/2014	10/2015
	↑83,14%	↑15%	↑39,82%
86,000	510,000	600,000	997,000

Such growth has a direct impact on the promotion of the accelerators. It is evident in the increase of pageviews that resulted from creating the ATALANTA page directly on F6S (atalantaproject.eu redirected there). This redirection was implemented in November 2014.

The measures of traffic for the ATALANTA page are given by a compilation of results from Google Analytics and the number of connections (people/startups following) the page on F6S.

Google Analytics

As the screenshot below indicates, there were around 2,400 visits to ATALANTA page, during the reporting period. This is the very first time in the ATALANTA project where we attracted a significant amount of users to a unified place (website) and were able to track it.



Not only accelerators were promoted as a unified activity of ATALANTA, but also their individual programs and profile pages on F6S were promoted on F6S, below are the statistics of the visitors.

Beta-I / Lisbon Challenge – **19,225** visitors

H-Farm – **41,425** visitors

Tetuan Valley – **2,733** visitors

NUMA – **4956** visitors

Balkan Unlimited – **186** visitors

For the first time during the ATALANTA project, Balkan Unlimited has set up a profile on F6S and did their selection cycle through F6S infrastructure. The applications opened in August, 2014 and runned until October, 2014, therefore clear amount of visitors is not yet clear.

Europe Unlimited has also taken part in 3 FIWARE accelerators where the open calls for applications were managed on F6S.

Connections on F6S

Connections on F6S are an important indicator of accelerators performance to external people. Contrary to Twitter, the majority of connections on F6S appear not from the people that just want to follow the accelerator, but from the founders and startups that have engaged with the accelerator – attended their event, applied to their program etc. Thus it provides a good target audience to promote accelerators to.

All of the connections that individual accelerators collect, roll-up to the top page of ATALANTA. Currently, the number of connections on ATALANTA page is **42,230** and it increased by 30% compared to the last periodic report, according to D2.5 Report on Bridging.

F6S Newsletters

A very powerful tool to promote accelerator programs has been newsletters. These are bi-weekly emails, sent to F6S community, featuring TOP accelerators with Open Applications. During the reporting period, F6S sent **9 newsletters**, featuring ATALANTA accelerator programs. That is very similar to previous reporting period, with 8 newsletters sent.

The amount of newsletter subscribers grew along with the community, thus the engagement created by these newsletters is significantly bigger as well.

Subscribers	Open Rate	Click Rate
↑28,64%	↓5,7%	↓22,2%
114,909	23%	1,4%

Impact of promotion

The promotion activities that took place during this reporting period resulted in an increased number of applicants to most accelerators. With an increased pool of applicants, acceleration programs are now able to be more selective, increasing the quality of the startups that are accelerated.(according to Acceleration

Report WP3). Also during the data reporting of these programs, it became clear, that around 30% of applicants comes from F6S community, showing the impact of the accelerator promotion.

2nd Chance

F6S also defined and worked on a new value-added service of ATALANTA and ATALANTA Network, that is very much oriented towards accelerator promotion. The 2nd Chance has been created as an evolution of GAN Pool – a tool, used by Global Accelerator Network, created to share the deal-flow between the GAN programs. The 2nd Chance is a feature, when each accelerator in ATALANTA network identifies a number of startups, that have applied to their program, however haven't been selected and invites them to apply to other accelerators in ATALANTA network.

The first 2nd Chance edition happened in May/June and invitations has been sent to 20 startups. As described in the D2.5 Bridging Report, the results of the 2nd Chance are quite interesting. 3 partners (Beta-i, H-Farm and Tetuan Valley) have made use of the functionality. Below are some examples of start-ups applying for other programmes after a 2nd Chance after their rejection:

- **ARQuest** – Rejected by Lisbon Challenge – Applied to CeedTech
- **MarkO** – Rejected by Lisbon Challenge – Applied to CeedTech
- **ComunicaCity** – Rejected by H-Farm – Applied to Soul-Fi
- **Yourope** – Rejected by H-Farm – Applied to Lisbon Challenge / ACE Programme
- **BarterSugar** – Rejected by H-Farm – Applied to frontierCities
- **Claz.me** – Rejected by H-Farm – Applied to Lisbon Challenge – Accepted to Startup Scaleup

Startup Exchange

Another value-added service, that ATALANTA implemented to increase collaboration was inviting startups taking place in one accelerator program, to spend some time in another accelerator in ATALANTA network. F6S created an infrastructure for startups to express their interest in doing so and way for programs to select which startups to invite.

Capacitation

There were many different capacitation and preparation events organized throughout the reporting period, some to promote accelerator programs, others directly targeted to encourage new people to try entrepreneurship and apply to an accelerator program. The following events have been organised with a potential outreach of more than 7.000 startups:

Event	Location	Organizer	Date	Attended
2014				
Startup Meetup	Skopje	Balkan Unlimited	October	30
Startup Meetup	Podgorica	Balkan Unlimited	October	25
Startup Meetup	Podgorica	Balkan Unlimited	October	15
H-ack Food	Italy	H-Farm	October	274
Seedcamp Day	Lisbon	Beta-i	October	150
Mini Seedcamp Lisbon + Caixa Tech Tour	Lisbon	Beta-i	October	300

Business Day	Lisbon	Beta-i	October	100
Hackathon (24 hours)	Lisbon	Beta-i	October	100
Y-Combinator Day	Lisbon	Beta-i	October	150
Slush in Lisbon	Lisbon	Beta-i	October	75
Meetup Softlayer	Madrid	Tetuan Valley	October	40
Meetup CartoDB	Madrid	Tetuan Valley	October	64
H-ack Fashion	Italy	H-Farm	November	333
Accenture Day	Lisbon	Beta-i	November	75
Startup Weekend (3 days)	Lisbon	Beta-i	November	100
Branding Day	Lisbon	Beta-i	November	75
Google Day	Lisbon	Beta-i	November	50
Toursim Day	Lisbon	Beta-i	November	150
Investor Warmup @LC	Lisbon	Beta-i	November	50
Amazon Day	Lisbon	Beta-i	November	300
University of Padova	Padova	H-Farm	November	n.a.
Hubraum MiniWrap	Skopje	Balkan Unlimited	November	20
European Accelerator Summit	Paris	NUMA	December	150
Lisbon Investment Summit	Lisbon	Beta-i	December	400
European Venture Summit	Dusseldorf	E-Unlimited Balkan Unlimited	December	500
TTVS11 Demo Day	Madrid	Tetuan Valley	December	45
Meetup Mobile	Madrid	Tetuan Valley	December	47
TTVS5 Demo Day	Barcelona	Tetuan Valley	December	50
Southeast European Investment Forum	Istanbul	Balkan Unlimited	December	150
Startup Meetup	Skopje, Macedonia	Balkan Unlimited	December	25
2015				
University of Verona	Verona	H-Farm	January	n.a.
Caixa Empreender	Lisbon	Beta-i	January	400
University of Milan Bicocca	Milan	H-Farm	January	
H-ack Wine	Italy	H-Farm	February	166
Istituto Volterra ITIS	Italy	H-Farm	February	100
Meetup Selflearning	Madrid	Tetuan Valley	February	40
Salone dello Studente	Monza	H-Farm	February	
H-ack School	Italy	H-Farm	March	580
ITIS Portogruaro	Italy	H-Farm	March	
Salone dello Studente	Milan	H-Farm	March	

Ca'Foscari, University of Venice	Venice	H-Farm	March	
Meetup Sports	Madrid	Tetuan Valley	March	20
Raising Money	Madrid	Tetuan Valley	March	130
Pirates on Shore	Skopje	Balkan Unlimited	March	35
H-ack Auto	Italy	H-Farm	April	
Salone dello Studente	Florence	H-Farm	April	
Business Day	Lisbon	Beta-i	April	100
Hackathon	Lisbon	Beta-i	April	100
MVP Showcase	Lisbon	Beta-i	May	150
Tourism Day	Lisbon	Beta-i	May	150
European Pre-Accelerator Summit	Porto	Beta-I, Tetuan	May	30
TTVS12 Demo Day	Madrid	Tetuan Valley	May	216
Lisbon Investment Summit	Lisbon	Beta-i	June	600
Rockstart Answer	Madrid	Tetuan Valley	July	40
Kinnernet Italy	Italy	H-Farm	July	
SuperFounders Road-Show	Skopje, Other Cities	Balkan Unlimited	September	200
Startups & Policy	Madrid	Tetuan Valley	September	68
Fashion Tech Week	Paris	NUMA	September	
Mapping Europe Ecosystems	Madrid	Tetuan, NUMA	September	30
III Valley's Event	Madrid	Tetuan Valley	September	35

Significant results

The changes implemented in the promotion of accelerators were strategic for an effective use of the resources and for a significant improvement of outcomes (see WP3 for number of applications to accelerators). The promotion of accelerators was done not only through the individual channels of the different accelerators but additionally in a much value adding ATALANTA channels (F6S page, newsletters).

In addition, promotion of accelerators was also done through a new format “2nd Chance” where accelerators recommend other acceleration programs to startups. This format, to be continued in the coming year, creates value both to startups as to accelerators in the application process. This initiative is to be ramped up in the coming period of the project as it has shown significant potential

A total of 51 capacitation events were organized during the reporting period with an attendance of more than 7000 people. These events are both a means for promotion of the acceleration programs as well as to get startups ready for acceleration.

Key deliverables

D2.2 Report on Bridging (1st period) – Delayed deliverable, delivered in January while it was supposed to be in the first period, 2015

D2.3 Promotion Plan (2nd period) – Delivered in May, 2015

Deviations

There were no deviations during this reporting period.

Use of resources

		WP 2 - Bridging			
		DoW	Actual P1	Actual P2	Actual P1+P2
1	E-UN	3	2.02	1.07	3.09
2	Beta	9	2.06	3.3	5.36
3	HFarm	3	0.9	1.08	1.98
4	F6S	6	1.5	2.28	3.78
5	SISE	3	0.8	1.29	2.09
6	Tetuan	9	3.47	2.65	6.12
7	BALKAN	3	1.5	2.5	4
TOTAL		36	12.25	14.17	26.42

WP3 Transnational Accelerators

Start Date: M1

End Date: M36

WP leader: H-Farm

Progress towards objectives

The main objective for WP3 was the planning and execution of the iterations of the acceleration programs due to happen in this reporting period. In addition, several major initiatives that were not in the original proposal were designed and implemented during this period. These initiatives leverage the synergies between the partners in the ATALANTA project and create value for the startups either directly or indirectly (through the improvement of the accelerators themselves). These initiatives are the following:

- Staff Exchange;
- Startup Exchange;
- 2nd Chance;
- Pre-Accelerator Summit
- European Accelerator Summit (execution of '14 edition and preparation of '15 edition)

Work Progress and achievements during the period

1) Acceleration and Pre-acceleration programs

During this reporting period, the consortium was responsible for the planning and execution of the following acceleration and pre-acceleration programs:

SECOND ITERATION					
ATALANTA ACCELERATION PROGRAM		# APPLICATIONS RECEIVED	# COUNTRIES OF ORIGIN	# STARTUPS ACCELERATED	# STARTUPS WITH FOLLOW-ON INVESTMENTS
LISBON CHALLENGE	AUTUMN 2014	310	46	22	9
LISBON CHALLENGE	SPRING 2015	252	36	22	6
H-CAMP FALL 2014		401	25	4	3
H-CAMP SPRING 2015		382	34	7	4
LE CAMPING - SEASON 6		337	20	12	12
NUMA ACCELERATE		634	32	25	12
STARTUP SCHOOL	MADRID 11	56	8	11	3
STARTUP SCHOOL	MADRID 12	75	9	15	2

SUPERFOUNDERS 3	33	5	9	0
SUPERFOUNDERS 4	36	5	6	2
TOTAL	2516	-	133	53

During the first year of ATALANTA, we were referring to the Project as a simple Consortium but now it can be perceived as a winning ecosystem, taking strength from its three main axes:

- Geographical coverage: thanks to its partners and their national and international networks, ATALANTA can easily cover a big portion of the EU;
- Pre-acceleration and Acceleration: the acceleration and pre-acceleration programs between the different partners differ and there is actually space and opportunity in this (e.g. there is a pipeline between Tetuan Valley as a pre-accelerator and the accelerators in the program)
- Specialization: ATALANTA accelerators are not completely vertical but they have specialized in different industries and it added value in circulating startups in between them via Startup Exchange and other initiatives

The significant results achieved by the consortium can be divided into two main categories:

- **General workflow:**

- 1) In March 2015, 4 people from Numa Team, representing their different business lines (Corporate Innovation, Event & Community, Acceleration & International) went to Lisbon to meet with Beta-I teams; Two intense days of workshop have been organized, exploring each other model to share best practices and find interesting ways to collaborate. They shared their main challenges at that time, which were:
 - a. Becoming a for profit company
 - b. Improving the governance model
 - c. Optimize internal process & tools
 - d. Balance growth & focus
 - e. Find sustainable Business Model

From this meeting on, the two Companies started sharing their portfolio of clients whenever it can bring business opportunities to both structures, share their international network regarding their expansion, and keep the discussion open concerning a potential more formalized collaboration in the future. Here you can find an article about this meeting: <https://www.numa.paris/Actualites/When-Portuguese-Ragout-Becomes-a-European-Stew>

- 2) Thanks also to the consortium meeting at H-FARM (March 2015), Beta-I and H-FARM realized that it was possible to share best practice for a mutual growth. H-FARM structure is more mature than Beta-I's one, which is now taking important steps for the future of the accelerator and its sustenance (running for an IPO). That is the reason why, since that meeting, both accelerators

started an ongoing dialogue preparatory to the Staff Exchange occurring on November 2015. The main topics covered are:

- a. Exit model,
- b. Financial model,
- c. Governance model,
- d. Investment model,
- e. Fundraising model and challenges.

- 3) Important best practices have been acquired also by Balkan Unlimited, which had the chance to visit H-FARM and Beta-I too, learning then high-level examples on how to build a startup community and its infrastructure. The experience in H-Farm was precious to learn what a very well organized and thriving startup hub looks like, especially interesting since it is outside a city area.

- **Accelerator workflow:**

- 1) Thanks to its visit to Beta-i, Balkan Unlimited could learn important best practice, such as:
 - a. Execution of an accelerator program with great international reach;
 - b. Acquisition of a space for a startup hub;
 - c. Development of revenue streams to support the start-up hub.
- 2) Numa participated in Beta-I jury in order to learn more about the process of start-up selection and organizing the jury. Beta-I team also went to Paris to do the same exercise. Both accelerators had a great opportunity to challenge their own process of accelerator with a big lesson learned and concrete outcomes such as:
 - a. More diversity in the jury composition;
 - b. Rating model of the applications;
 - c. Better organization of the semi-finals and finals (timing);
 - d. More transparency in the selection criteria.

For the third iteration, H-FARM too agreed with Beta-i and Numa for this specific collaboration in order to boost its evaluation process.

- 3) In January 2015, Lisbon Challenge and Numa Sprint have organized a trip to San Francisco together, mixing their network and creating new synergies between their startups. Here you can find is the blog related to the trip: <http://numainsanfrancisco.tumblr.com/>
- 4) The pre-accelerator Summit in Porto, then, brought the consortium working through the models and best practices with other peers, establishing what is working and what not in that specific sector. Several statements were taken: first of all, a convergence on the actual format of what constitutes a pre-accelerator, that is to say a 2/4-month program based on the lean methodology, for concept and prototype stage teams, leading towards market and investment readiness, actually towards their first investment. Trends and the forecast of how pre-acceleration model will develop into specialization in verticals were explored as well as partnerships with corporations, introducing

smaller investments in the program. More information on the pre-accelerator summit will be given on an extra report that the Consortium decide to deliver.

NUMA also benefited from the best practice exchange on the pre-acceleration Model: as they launched the new program RISE one year ago, focusing on a hybrid model of pre-acceleration between corporates and startups, they had a lot to learn about this new program. ATALANTA paved the way because they could easily interview Tetuan Valley and Beta-I in order to learn about their own process and program. On this same topic, a member of NUMA acceleration team has also participated to the Pre-Accelerator Summit organized by Tetuan Valley in May 2014.

As previously mentioned, there is an effective pipeline between the accelerators and the pre-accelerators. For example, Tetuan Valley's startups were accepted by Beta-I and H-FARM:

#Lisbon Challenge:

- Spring 15: Ahorro.net
- Fall 15: Tiedots and Videona

#H-FARM Wellness Accelerator:

- Dashr

On a separate annex it is also possible to read the interview to Dashr.

- 5) The first edition of EAS14 was held in Paris on 11th and 12th December, organized by NUMA and Beta-i with the help of all ATALANTA consortium. The second edition (formally falling into the third iteration, as it occurred on October 19th 2015) has been organized by Beta-I and NUMA in Lisbon. During ICT15, in Lisbon, NUMA and Beta-I announced that the third edition of the Summit will be hosted at H-FARM, Venice, Italy.

The events organized until now have a cardinal importance because they emphasize and aim to define a clear vision of the most important trends on the EU acceleration panorama. Only qualified participants joined the event, bringing this way great ideas and real depth to the discussions.

The results of all this collaboration and brainpower are clear and evident.

- NUMA whitepaper: an important contribution in structuring the future of acceleration, offering accelerators and other key stakeholders some impactful ideas on shaping their future and accelerating the development of their ecosystems (published in May 2015)

2) Staff Exchange

Staff Exchange is a specific initiative within the consortium where staff from an organization visits another organization in the consortium. The visiting staff integrates the team of the welcoming organization for the period of a week.

The objectives of Staff Exchange are inline with the objectives of the project and are as follows:

1. Identify the different ways of working (e.g. what type of services/products are offered, how processes are executed, etc) within pre-accelerators, accelerators and other parties in the consortium in order to come up with best practices that can be disseminated both within the consortium and to the ecosystem within EU;
2. Strengthen the working relationship between the different parties involved in the exchanges and generate newer/better ways of working together;
3. Identify opportunities and strategies for collaboration between the parties in the consortium
4. Test collaboration strategies and look into possibilities to export those to other relevant parties beyond the consortium.

For the parties involved in the exchange, the objectives of Staff Exchange are twofold:

- Learn what/how things are done at the other organization in order to identify best practices and import them into the other organizations whenever suitable;
- Identify opportunities for the organizations involved in the exchange to work more/better together.

The table below gives an lists the exchanges executed during this reporting period as well as the ones planned to take place in the coming months:

Visiting partner	Receiving partner	Date
Karel Escobar (Tetuan Valley)	Beta-i	December 2014
Frederic, Claudio, Nathanael and Aviva (NUMA)	Beta-i	March 2015
Frederic, Marie and Arnaud (NUMA)	Beta-i	April 2015
Karel Escobar (Tetuan Valley)	NUMA	May 2015
Mariana Santos Beshara Hinnawhi (Beta-i)	NUMA	June 2015
Ricardo Marvão (Beta-i)	NUMA	June 2015
Marco Pavan (H-FARM)	F6S	October 2015
Pietro Pollichieni (H-FARM)	NUMA	October 2015
Pedro Rocha Vieira (Beta-i)	H-FARM	Expected for November 2015

3) Startup Exchange

Together with the Staff Exchange, the consortium implemented also an initiative called Startup Exchange. Through this initiative, ATALANTA aims to support startups in bridging across markets within Europe. A catered agenda is developed specifically for the startup to tackle specific needs (market access, products

validation, funding and other local opportunities). The visiting startup is hosted by the welcoming organization for the period of about 2 weeks.

As the Staff Exchange, also this specific action was born at the very end of the first year and launched during the second year of ATALANTA.

The Startup Exchange is definitely in line with the goals of the project as it aims to:

1. Support the growth of European startups by enabling them to expand outside their original market;
2. Identify opportunities and strategies for collaboration between the parties in the consortium;
3. Test collaboration strategies and look into possibilities to export those to other relevant parties beyond the consortium.

As far as it concerns the startups taking part in the exchange, the added value can be found in receiving a quick support to enter other European markets (being it for selling their product there, recruiting talent, establishing partnerships or any other relevant business interest).

The table below shows the startups scheduled for Startup Exchange:

Startup	Sending partner	Receiving partner	Date
Planedia	Beta-i	NUMA	October 2015
GLIX	H-FARM	NUMA	Expected for Jan-Feb 2016
deSWAG	H-FARM	NUMA	Expected for Jan-Feb 2016

4) 2nd CHANCE:

The “2nd Chance” initiative allows accelerators to suggest other accelerator programs to the rejected startups. Each accelerator receives a huge number of applications but is only able to accept a limited number of startups. Of course this does not mean that none of the applications rejected fits for acceleration. Often times it happens that startups are rejected because the program just didn’t have the capacity to accelerate more startups. Sometimes it also happens that the startup is the best fit for the program that it applied for, either due to the industry in which it operates or to the stage of growth in which it is, amongst other reasons. With “2nd Chance”, when a startup does not get into the accelerator program they applied to, that same accelerator has the possibility to suggest to that startup to apply to other accelerator programs that have applications open. The accelerator can do this when informing the startup that they didn’t get into the program (at rejection) or at a later stage.

As highlighted in WP2 – Bridging, 3 partners have offered to 10 of their rejected startups to join other programmes from other consortium partners or outside the consortium. An example of 6 startups who made a second application is given in this report. More information on how the process works is given in D2.5 Report on bridging.

5) PRE-ACCELERATOR SUMMIT

The Pre-Accelerators Summit was an important milestone, not only within the ATALANTA project, but for the sector of pre-acceleration in Europe. This event was the first time that the most relevant ten pre-accelerators in Europe gathered together to exchange insights and harmonize efforts. The Pre-Accelerators Summit paved the way to the development of a synergic action in the world of pre-acceleration.

The event was organized with the aim to discuss the following topics:

- Definition of pre-accelerator;
- Metrics;
- Business models;
- Future of the pre-acceleration.

A white paper was developed to help disseminate the insights gathered at this event through the remaining pre-accelerators and other relevant actors in this sphere. This white paper is included in WP6.

6) EUROPEAN ACCELERATOR SUMMIT 2015 (EAS15)

The goal of the European Accelerators Summit (EAS) is to gather some of the world's top accelerators cooperating and collaborating to brainstorm on the current trends and future of acceleration. In Europe, in particular, the coordination must improve in order to enable the European companies we accelerate to compete on a global scale. This event has been a major milestone in the ATALANTA project as it has a unique atmosphere when compared to other similar events. The EAS is setup in such a way that all participants take an active role in sharing their experiences, insights and know-how. The EAS'15 is being prepared at the time of writing of this document and will take place just prior to its delivery. The outcomes of the event will be reported in the next reporting period.

Significant results

During this reporting period, the consortium started to use the F6S platform for promotion, acceleration and synergy which translates into more and easier collaboration between the different partners as well as the possibility to report/evaluate on certain metrics related to accelerators in a more standardized way. This simple fact had a significant contribution to the following results regarding the acceleration programs that were implemented during this reporting period. Namely:

- **Increased number of applications:** when compared with the first reporting period, the results of the current reporting period show that the number of applications received by the acceleration programs almost doubled. This is attributed in a great part to the use of F6S platform as well as to the increased collaboration between the accelerators in the consortium.
- **Wider international reach:** alongside the above mentioned increase of applications, the whole consortium also witnessed a great increasing in the number of countries of origin of the applicants which testifies to the widened reach of the ATALANTA project.
- **Increased quality in accelerated startups:** despite the increase in applications, there was a tendency among the accelerators in the consortium to actually accelerate fewer startups when compared with the previous reporting period. This is a sign of maturity in the ecosystem as accelerators aim to focus on improving the quality of the startups accelerated.
- **Deeper sharing of best practices and networks between partners:** Several meetings between partners took place to deeply discuss and learn from the strengths of each one in order to improve their own processes, business models and to share networks

Key deliverables

D3.3 Report on Acceleration Programs II – Delivered

D3.5 Report on Startup Exchange I – Delievered

D3.6 Report on Staff Exchange I – Delivered

Deviations

There were no deviations during this reporting period.

Use of resources

		WP 3 – Transnational Accelerators			
		DoW	Actual P1	Actual P2	Actual P1+P2
1	E-UN	5	5.03	1.75	6.78
2	Beta	20	7.38	10.6	17.98
3	HFarm	10	3.1	3.61	6.71
4	F6S	1	0.7	0.545	1.245
5	SISE	10	3.2	4.34	7.54
6	Tetuan	15	5.34	4.81	10.15
7	BALKAN	6	3	4.5	7.5
TOTAL		67	27.75	30.16	57.91

WP4 Office Hours

Start Date: M1

End Date: M36

WP leader: Beta-i

Progress towards objectives

This work package implements the new component of Office Hours, which provides additional support, mentoring and training to startups during acceleration and market entrance. The objective of Office Hours is to understand the problems that novice entrepreneurs face and to help them overcome those problems. Office hours in their original form require the physical presence of the mentors/coaches. However, this work package aimed not only at the successful implementation of Office Hours across all accelerators and pre-accelerators but also at the implementation of an online component of Office Hours, here called Virtual Office Hours.

The success criteria defined for this work package are:

- **Criteria 1:** Implementation of Office Hours at all accelerators and pre-accelerators with positive outcomes for the startups and entrepreneurs attending. In this case a positive outcome is whatever constitutes a learning experience with relevance for the entrepreneurs and startups. In addition, support in operational and strategic decision making is also considered success in the implementation of Office Hours.
- **Criteria 2:** Implementation and rollout of Virtual Office Hours for use within the accelerators and pre-accelerators as well as pos-acceleration

Work Progress and achievements during the period

Since the beginning of ATALANTA, Office Hours were introduced as a “service” in 4 out of the 5 partners in the consortium. The more experienced partners in the consortium, who add already implemented Office Hours before the start of ATALANTA, supported the other partners with the integration of this service into their portfolio of services.

At this stage, in the context of ATALANTA there are two types of office hours:

- *Office hours per accelerator/ pre-accelerator:* these consist on live meetings happening on site at the accelerator / pre-accelerator and organized by them for the startups. Mentors/coaches are invited, with expertise in a variety of areas, and will have 1-on-1 meetings with the startups/entrepreneur’s. Office Hours are now a regular activity of the many accelerators and pre-accelerators in the consortium. Typically, this service is incorporated in the acceleration/pre-acceleration programs and is provided to the participants of those programs. Mentors are often either experts on specific areas of business or industries and/or experience entrepreneurs. Often programs use a mix of local and international mentors;
- *Virtual office hours:* virtual office hours is the exact same concept explained above but, in this case, meetings take place virtually through phone or internet. The implementation of Virtual Office Hours followed several steps typical of the development of webservices: requirements gathering, design, development, testing and implementation. This functionality is now live in the F6s platform.

Significant results

The table below gives an overview of the Office Hours per Accelerator /Pre-accelerator done during this reporting period:

Accelerator / Pre-accelerator	# Mentors	# Office Hours	# Startups mentored
Beta-i	80	1421	44
H-Farm	60	600	11
NUMA	250	2624	103
Tetuan Valley	18	160	31
ATALANTA Total	336	4805	178

Through the several iterations of Office Hours at the different consortium partners, several insights were drawn that can be used as best practices for organizing Office Hours, namely:

- Formula for successful Office Hours: through the many implementations of Office Hours a formula seems to have emerged that helps us design and implement successful components of Office Hours. The guidelines followed should be:
 - Put together a diverse pool of mentors, coming from different international backgrounds, with indepth knowledge of one or more industry or expertise (e.g. sales), with a rich variety of professional backgrounds
 - Combine at least two types of Office Hours, such as instructor and mentor Office Hours, with one acting more as a coach and another as a knowledge expert. Make sure these two persons are allowed.
 - The 1-on-1 format is the most efficient one, where a stronger relationship is established between entrepreneurs and mentors, creating the ideal arena for an interaction with more practical results that really bring value to the startups
 - At pre-accelerators, a more hands on approach is required, where Office Hours are sometimes used directly for the development of deliverables
 - There being the opportunity for mentors and entrepreneurs to meet
 - For sake of efficiency, implement a SCRUM process to get everyone on the same page at each meeting
 - Meeting should ideally be of around 1h per session

The objective of office hours is to support startups and entrepreneurs in making decisions. By putting novice entrepreneurs in direct contact with experienced professionals, ATALANTA helps decrease the speed of decision making and improve the quality of the decisions made, ultimately leading to the creation and growth of stronger companies. Office hours also helps startups and entrepreneurs building meaningful relationships with experienced professionals that can leverage their existing network, skills and resources.

Regarding Virtual Office Hours, F6S developed and implemented all needed infrastructure to start Virtual Office Hours activities online. This functionality has been designed and implemented to serve different possible processes of Virtual Office Hours:

1. Contact a selected amount of mentors from each program and define time frames of ± 2 hours for each mentor, split into 30min meetings. All ATALANTA startups then could book the 1 on 1 meeting with the mentor, they think is relevant for them.
2. Use F6S Private Group in order for different program managers to introduce startup in need with relevant mentor and leave them two to arrange times for virtual meetings.

3. Mentor Day. Create one day in the accelerator program and mentors from different accelerators participate virtually in that mentor day to work with the startups.
4. Use Google Hangouts on Air to create virtual mentoring for groups of startups.

There has been significant discussion between the consortium members regarding which of the above formats would be a better win-win situation for all the different stakeholders involved (accelerators, mentors and startups). F6S did a follow-up with all partners to define the Virtual Office Hours better (Virtual Office Hours platform feedback, delivered in May, 2015). It is not a deliverable, however it documents the definition of one of the options developed for Virtual Office Hours. Despite there not being a general consensus on which format of Virtual Office Hours to implement, a general agreement was reached to a trial of the functionality with option 1, evaluate the outcomes and based on its success try to improve it or try another option. The first Virtual Office Hours are scheduled to take place in November, 2015.

Key deliverables

D4.1 Report on Office Hours – Delivery on 08/04/2015

This deliverable gives an overview of the planning and implementation of the Office Hours component within the ATALANTA project. Section 3 describes the different types of Office Hours, on-site and virtual, as well as their objectives. Section 4 explains the implementation of Office Hours by the different partners in the consortium and highlighting outcomes and lessons learned. In particular this section, details the design and implementation of the Office hours virtual platform. Section 5 gives a critical assessment of the work done so far, analysing the criteria defined to control the achievement of project objectives and identifies the steps to be taken in the next phase of implementation. The conclusions in section 6, give an assessment of the overall project state regarding the component of Office Hours.

D4.2 Virtual Acceleration Platform (1st Iteration) – Delivery on 29/05/2015

The Virtual Platform is a set of tools developed to support the virtual part of the acceleration of startups. A component implemented within this platform is the booking tools for Virtual Office Hours. This document explains the objectives, design and implementation of the Office Hours functionality, among others developed within the Virtual Platform.

Deviations

While the functionality for Virtual Office Hours is delivered and ready for use, agreement on the format/work process around the use of Virtual Office Hours has delayed the actual use of the functionality. The partners in the consortium looked for a work process that was lean to implement and a clear win-win to all parties involved (accelerators, mentors, startups and entrepreneurs). The main difficulty was finding a format where mentors are protected and do not get swamped with mentoring requests that might put them off from contributing to the ecosystem. After several discussions and brainstorming sessions, the consortium reached an agreement and Virtual Office Hours are now scheduled to take place in November.

Use of resources

		WP 4 – Office Hours			
		DoW	Actual P1	Actual P2	Actual P1+P2
1	E-UN	3	0	0.22	0.22
2	Beta	9	3.49	5.95	9.44
3	HFarm	3	0.9	1.08	1.98
4	F6S	6	0	1.06	1.06
5	SISE	3	0.57	0.94	1.51
6	Tetuan	4	1.57	1.1	2.67
7	BALKAN	4	2	3.5	5.5
TOTAL		32	8.53	13.85	22.38

WP5 Synergies

Start Date: M1

End Date: M36

WP leader: Europe Unlimited

Progress towards objectives

Within this workpackage, ATALANTA aims to build bridges between capital organizations and startups, facilitating the process of raising capital. In order to do so, the following objectives were set:

- **Pitch readiness support:** this workpackage is responsible for preparing startups for pitching to venture capital organizations. This is done through coaching, training as well as information sessions.
- **Create pitch opportunities:** within this workpackage, different types of events are organized or attended with the objective to create opportunities for startups to raise funds. These events include demo days, roadshows as well as specific pitching events. The objective of these events is to put startups in contact with investors in order to enable them to raise funds.

The activities in WP5 are a natural continuation of support for those start-ups accelerated in WP3. These activities consist in preparing those who received support in WP3 to pitch in front of investors, and offer them opportunities to network and take part in personalized meetings with investors and relevant corporate groups. These services and resources are made available to the overall pool of startups in the European ecosystem (beyond the networks of the accelerators in the consortium).

In the second period of Atalanta, the partners have individually organised or sent their start-ups to events to pitch in front of investors. This was done as pitching events or demo days or roadshows. The partners have also leveraged their collaboration in Atalanta to send some of their start-ups to benefit from events organised by other partners.

In addition to the individual events (Investment events, Demo days, Roadshows), a pitch event was organised as part of the European Venture Summit in Düsseldorf in December 2014 where 4 startups from the different acceleration programmes attended and pitched. The next edition of the European Venture Summit will take place in Düsseldorf in December 2015 and the partners are currently recruiting start-ups for this event. We have also seen this year Roadshows being organised in Common by 2 partners to give more impact.

Work Progress and achievements during the period

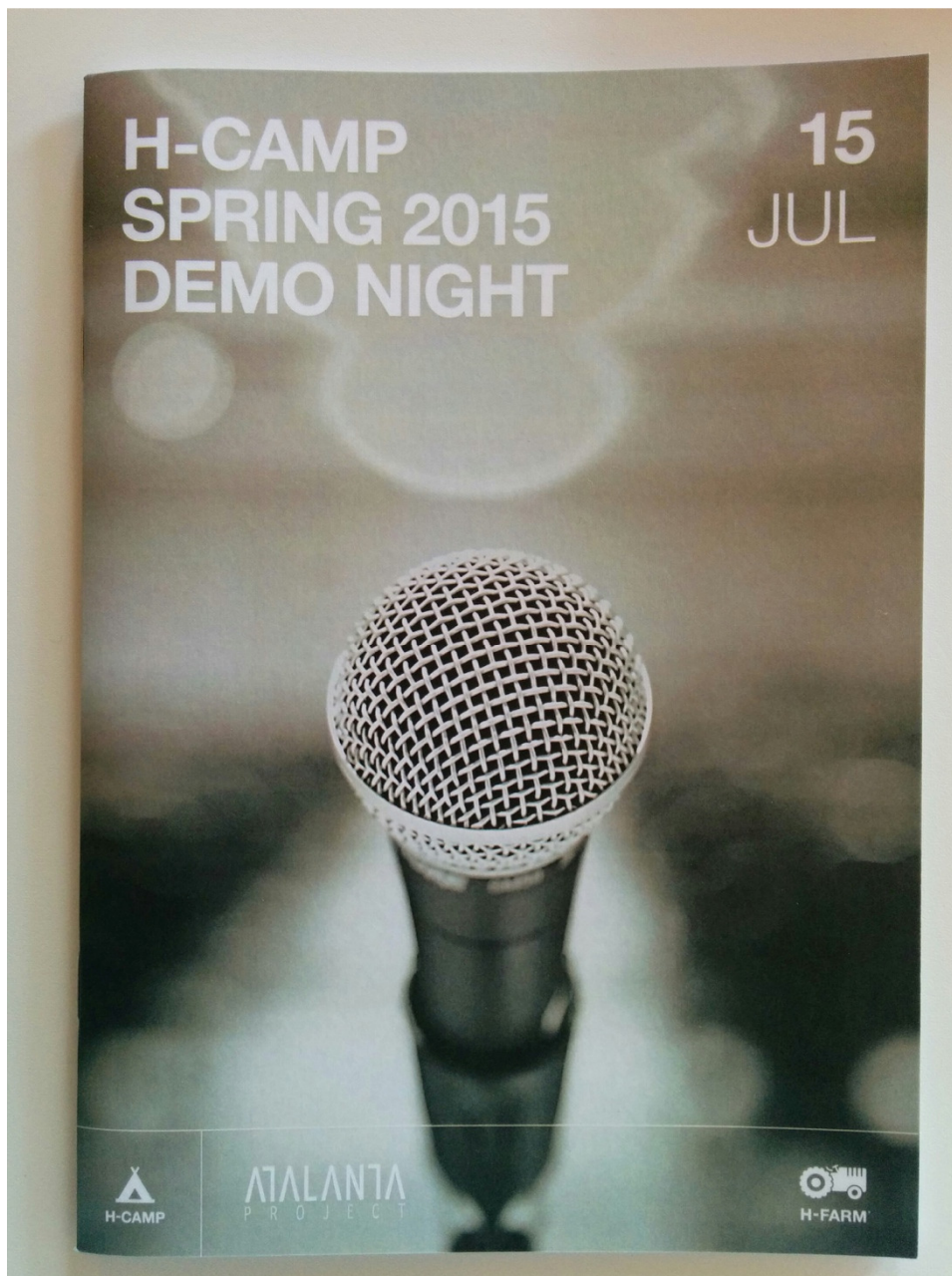
Pitch readiness support

Pitch readiness is done internally at the accelerator level but also for a bigger audience through activities developed by Europe Unlimited. Most of the accelerator partners (Beta-i, Numa, Tetuan Valley and Balkan Unlimited) have integrated the preparation activities in their acceleration process where a mentor prepares individually each startup for pitching.

As part of the preparation for pitching, Europe Unlimited, not being an accelerator but specializing in Connecting entrepreneurs to investors and partners operates via webinars and via rehearsal pitching

workshops preceding the pitching events it organises. These sessions allow the start-ups to pitch in front of a number of coaches and receive feedback to improve their pitch and presentation. Applicants to the events have been supported to improve their business proposition and those selected have the opportunity to participate in the preparatory workshops to improve their pitch and investment readiness and ultimately as part of WP5 participate to the events and do a live pitch in front of investors and take part in personalized meetings with investors and relevant corporate groups.

H-Farm provided additional support to their start-ups preparing them for the investor world. During this specific task the start-ups have been prepared also for the Demo Nights, occurred on January 29th from 6pm and on July 15th



Creation of Pitch opportunities

Europe Unlimited organized the several events in the course of the second reporting period. Some of these events are preceded with a pitch training session with feedback from the coaches to the entrepreneurs and later offer the opportunity to pitch in front of and network with investors and partners.

Event	Pitching Opportunity	Pitch Training Opportunity
The European Food Venture Forum Aarhus (DK) 3 & 4 September 2014	19 emerging entrepreneurs active in Food technologies from around Europe presented to 30+ International investors, business angels and corporate representatives	
The European Venture Contest Energy 2014 8 & 9 October, Horsens (DK)	12 emerging entrepreneurs active in Energy from around Europe presented to +20 investors	
EMMInvest Mobile Big Data webinar 28 October 2014		A webinar was organised to train entrepreneurs active in Mobile and mobility and dealing with big data. They had the opportunity to make a pitch in front of coaches and get feedback
The European venture Contest North Rhine Westfalia 30 October 2014,	10 entrepreneurs active in the ICT, Cleantech and Healthtech sectors convened in Cologne to present their innovative business idea to a jury panel of +15 international industry experts, independent VCs, corporate investors and business angels	
The Italian venture Forum, 3 & 4 November 2014, Torino	29 Entrepreneurs active in Smart Mobility, Smart Systems & Manufacturing, Smart Healthcare presented in front of +30 Investors and industry experts	27 out of the 29 made a dry Run pitch in front of 8 coaches
The Nordic venture Forum 2014, Copenhagen, 5 & 6 November 2014	46 emerging entrepreneurs made a pitch in front of +65 investors and industry experts	18 of the 46 entrepreneurs had the opportunity to do a test pitch in front of 13 coaches
The Balkan Venture Forum – Coinvest Edition 2014, 12 & 13 November 2014, Nova Gorica,	31 Balkan-based emerging entrepreneurs were selected and invited to pitch and connect with	

Slovenia	+30 international investors and business partners	
The Clean Tech Summit – Rotterdam, 19 & 20 November 2014	26 emerging entrepreneurs in Clean Technologies from around Europe presented to +35 investors	18 out the 26 entrepreneurs have taken part to a pitch training session on the 19 November where they pitched in front of 8 coaches
The European venture Summit 2014, Düsseldorf, 8 & 9 December 2015	93 entrepreneurs from all around Europe were selected at our earlier events to be invited to pitch and network with +100 investors at the event. For this event, a fast track was created for the accelerators partners of Atalanta and 4 of their start-ups attended to pitch in a dedicated Atalanta session. Prior to the event	55 entrepreneurs took the opportunity to make a rehearsal pitch in front of 10 coaches
The European Photonics Venture Forum, Rome, 16 April 2015	17 Entrepreneurs active in Photonics were selected and invited to pitch in front of +20 investors and more than 50 industry experts	
The Digital Healthtech Venture Forum, Aarhus (DK), 2 June 2015	17 emerging and growth stage entrepreneurs active in Digital Healthtech were selected and invited to pitch in front of +20 investors and other industry experts	
The Alpine High Tech Venture Forum, Lausanne, 24 & 25 June 2015	39 emerging entrepreneurs active in ICT, Life sciences and Clean technology from Switzerland, Italy and France presented to 50+ Swiss and International investors, business angels and corporate representatives	A venture academy on 24 th June preceded the forum, where 35 out of the 39 entrepreneurs were coached by 15 industry experts and coaches and prepared to pitch in front of the investors the next day

Beta-i has also created opportunities for their start-ups to pitch and network with potential investors and other potential partners.

- The Tourism Day (Lisbon, 21 November 2014) organised by Beta-i where 24 startups had the opportunity to pitch
- The Tourism Day (Lisbon, 22 May 2015) organised by Beta-i where 24 startups had the opportunity to pitch
- The Lisbon Investment Summit 2015 (LIS15), 4 June 2015 is the main seed & early stage startup investment event in Portugal, organised by Beta-i. 25 startups pitched at the event
- A demo day for each Lisbon Challenge Programme where 25 startups pitch in front of investors and other participants.

Several startups from H-Farm could benefit from being part of the ecosystem of ATALANTA, by attending Italian and European events. Here below you can find the list and some examples of those events attended within the second period. These startups have had relevant contacts at these events:

STARTUP	EVENT	DATES
PUBCODER	FRANKFURTER BUCHMESSE	8-12 OCTOBER 2014
LUMI INDUSTRIES	WEB SUMMIT - DUBLIN	4-6 NOVEMBER 2014
PINKTROTTERS	BTO - FLORENCE	2-3 DECEMBER 2014
ANTLOS	BTO - FLORENCE	2-3 DECEMBER 2014
BLUEMATE	BTO - FLORENCE	2-3 DECEMBER 2014
DRINKOUT	BTO - FLORENCE	2-3 DECEMBER 2014
FABEREST	BTO - FLORENCE	2-3 DECEMBER 2014
BAUZAAR	EVS14 - DUSSELDORF	8-9 DECEMBER 2014
TRAVEL APPEAL	EVS14 - DUSSELDORF	8-9 DECEMBER 2014
H-ENABLE	TECNOLOGIA SOLIDALE	DECEMBER 15 2014
LUMI INDUSTRIES	STARTUP EUROPE SUMMIT - BERLIN	12-13 FEBRUARY 2015
PINK TROTTERS	PIONEERS - VIENNALE	27-29 MAY 2015
ANTLOS	EBAN - EINDHOVEN	6-8 MAY 2015
SELLF	EBAN - EINDHOVEN	6-8 MAY 2015
ANTLOS	CHALLENGERS- BARCELONA	17-18 JUNE 2015

Numa and Beta-i organised a Common Roadshow in San Francisco in January 2015. Participation of 12 startups of NUMA season 6 and 15 startups from the Lisbon Challenge. Meetings with 500-startups, Y Combinator, Blumberg Capital, BPI France USA, Scoopit.

The collaboration between the ATALANTA partners, enables the direct sourcing of mature startups coming out of the accelerators to the above mentioned events. Partners identify start-ups from their networks to take part in EVS and the other events.

All the partners have sent start-ups to the European venture Summit. Specifically for EVS, startups referred by the partners were invited to pitch at a dedicated pitching session. In the past edition 4 ATALANTA startups confirmed and attended that session. The startups nominated were reviewed by investors, selected and coached to present themselves to an audience of international investors. The next edition of the European Venture Summit, already under preparation, will take place in Düsseldorf in December 2015 and the partners are currently recruiting startups for this event.

As part of the European Venture Summit in 2014, Europe Unlimited has also organised an Atalanta discussion panel where thought leaders and investor discuss the future of innovation and how accelerators can work together to boost entrepreneurship and increase the value of European startups. The panel was led by Frédéric Oru from Numa and allowed to create synergies with investors.

Europe Unlimited is currently looking for synergies with Special Interest Group on Investment Readiness created by the European Business Network (EBN). The SIG includes representatives from across Europe who are key stakeholders in the seed stage ecosystem. Members of the SIG include representatives from incubation centers, mentoring networks, business angels and other IR service providers. Europe Unlimited joined the Special Interest Group on behalf of ATALANTA as an added voice from the accelerator scene to ensure that acceleration issues are strongly reflected in the agenda. In the meetings that have taken place, the focus and mission of the SIG have been the main topic of discussion and ATALANTA succeeded in putting acceleration as one of the four pillars of SIG and a main point of focus. The aim of the SIG is to position itself as the key group of stakeholders in Investment Readiness before public institutions such as the European Commission, as well as private initiatives that can bring partnering opportunities. The SIG functions by bi-monthly conference calls, as well as physical meetings with last one taking place on the 28th of October within the EBN Congress in Brussels.

Significant results

- Active preparation of start-ups before they meet with investors, improving their investor readiness and chances to better negotiate with investors. This was achieved either through mentoring during the acceleration process or through pitch clinics at Academies and events
- Venture forums and summits (e.g. Alpine, Benelux, Balkan, LeWeb and Lisbon Venture Summit);
- 4 startups accelerated by Atalanta pitched at the European Venture Summit an event where more than 120 investors attend
- Planning of the Venture Summit, December 2015, in Düsseldorf with a Fast Track for ATALANTA start-ups
- Participation of accelerated start-ups in international venture forums and pitch events (Web Summit, Slush, Startup Europe Summit, ...).

Key deliverables

D 5.1 Report on Synergies (M19) – Delivered

This document presents a report on the evaluation of synergy activities. It contains the raw data according to the success indicators, the results of the analysis performed by WP-partners and suggestions for improving the process.

Deviations

No deviations

Use of resources

		WP 5 – Synergies			
		DoW	Actual P1	Actual P2	Actual P1+P2
1	E-UN	6	4.39	2.5	6.89
2	Beta	9	3.23	4.51	7.74
3	HFarm	6	1.8	2.36	4.16
4	F6S	0	0	0	0
5	SISE	1.5	0.46	0.43	0.89
6	Tetuan	1	0	0.53	0.53
7	BALKAN	3	0.8	2	2.8
TOTAL		26.5	10.68	12.33	23.01

WP6 Exploitation and Dissemination

Start Date: M1

End Date: M36

WP leader: Beta-i

Progress towards objectives

During the first iteration, partners mainly used their already available dissemination channels and means to promote their programmes. These means are very effective in relation to the individual programs – as number of applications, quality of participants, etc. show – but, besides graphical material developed in the scope of WP6, partners did not integrate their activities very well. Partners, therefore, had decided to review the dissemination and promotion strategy of the consortium as a whole including considerations how to make better use of available means such as the F6S platform. As a result of that review, the plan of action was redesigned in order to address the points previously identified. This included:

- Increased coordination of dissemination activities to maximize effectiveness of efforts and leverage resources
- Use of F6S platform for dissemination and promotion

Work Progress and achievements during the period

During this working period, the consortium partners attended several events for dissemination of the work, insights and achievements of the ATALANTA project. Below is provided a list of events attend:

Event	Location	Date	Organized or attended	Audience #	ATALANTA Objectives
Pirate Summit	Cologne, Germany	September '14	Attended (Tetuan Valley) NUMA	± 500 people	Atalanta Involvement: Participation of Frederic Oru How (NOT) to builds a startup ecosystem; Presenta Atalanta project
Slush	Helsinki, Finland	November '14	Attended (NUMA) (Beta-i)	14 000 attendees including 750 investors, 1400 startups, 150 publicly traded companies, 700 + journalists	Presentation by Frederic Oru during the 'acce Presentation in presence of techstar, Seedcamp, H
Euro Mentors Launch	Brussels, Belgium	November '14	Attended (Beta-i)	150 people	Participation in roundtable on Mentoring (Tiago Pi
Web Summit	Dublin, Barcelona	November '14	H-Farm, NUMA		
Noah Conference	London, UK	November '14	H-Farm		
Singularity Summit	Amsterdam, NL	November '14	H-Farm		
Unbound Digital Conference	London, UK	November '14	H-Farm		
Slush	Helsinki, Finland	November '14	Beta-I, NUMA	F6S,	
A-Hub	Cape Town, SA	November '14	NUMA		
LeWeb	Paris, France	December '14	H-Farm		
Switch	Mexico City, Mexico	December '14	NUMA		
European Venture Summit	Dusseldorf, Germany	December '14	NUMA, Beta-i	100+ companies, between 100 and 120 expert investors	participation to the discussion session « Innovation plugging the gap - supported by ATALANTA » - Frede
DLD Conference	Munich, Germany	January '15	H-Farm		
Microsoft Startup Activar	Lisbon, Portugal	January '15	Attended (Beta-i)	150 people	Presentation of ATALANTA project (Pedro Rocha V
Startup Summit	Berlin, Germany	February '15	NUMA, Beta-I, F6S and H-Farm	1000 people	participation of NUMA and Beta-I to a panel (spaces + VIP policy roundtable, representing ATALANTA http://www.startupeuropesummit.com/schedule/
University: TechFest	Madrid, Spain	February '15	Tetuan Valley		
Bolsa de Empreendedorismo	Lisbon, Portugal	February '15	Attended (Beta-i)	100 people	Presentation of ATALANTA project (Pedro Rocha V
Accelerator	Madrid, Spain	March '15	Tetuan Valley		

Assembly						
University: Trylt	Madrid, Spain	March '15	Tetuan Valley			
University: CEESMA	Madrid, Spain	March '15	Tetuan Valley			
Mobile World Congress	Barcelona, Spain	March '15	H-Farm, F6S, Europe Unlimited			
Global Entrepreneurship Congress	Milan, Italy	March '15	F6S, H-Farm			
South by Southwest	Austin, USA	March '15	Attended (Beta-i)	100 people	Panel on the evolution of the Portuguese ecosystem (Pedro Rocha Vieira)	
4YFN	Barcelona, Spain	March '15	Beta-I, Tetuan Valley	100 people	Presentations of ATALANTA (Pedro Rocha Vieira, Ricardo Marvão)	
EC Innovation Forum	Brussels, Belgium	April '15	Attended (Beta-i)	200 people	Presentation of ATALANTA project (Ricardo Marvão)	
Lisbon Investment Summit	Lisbon, Portugal	June '15	NUMA, Tetuan Valley, Balkan Unlimited, Beta-i	600	Presentation of the white paper « Accelerate trends in the Portuguese ecosystem: a strategy for the future » by Aviva Marcowicz, Atalanta and Ricardo Marvão https://www.numa.paris/Actualites/Current-trends-in-the-future-presented-at-lisbon-investment-summit2	
Pioneers Festival	Vienna, Austria	May '15	Tetuan Valley			
Startup The Fusion Echelon 27	Madrid, Spain Singapore	June '15 June '15	Tetuan Valley Attended (NUMA)	2500 delegates, including 500 startups.	Participation of Aviva Markowicz to a panel on Opportunities in Europe ». Mentioned Atalanta.	
Accelerator Assembly	London, UK	July '15	F6S			
Startup Festival	Montreal, Canada	July '15	NUMA	2,000 founders, investors, and analysts	Participation of Frederic Oru to a panel Mentimeter project http://www.startupfestival.com/speaker/201-fred-frédéric-Oru & Aviva Markowicz speakers in the Accelerator Festival	
Pirate Summit	Cologne, Germany	September '15	Tetuan Valley, Europe Unlimited			
Startup Olé	Salamanca, Spain	September '15	Tetuan Valley, Beta-I, F6S			
South Summit	Madrid, Spain	October '15	Tetuan Valley, H-Farm, Beta-I, Europe Unlimited			

In addition to the above mentioned dissemination activities within external events, the ATALANTA project used partner channels as well as other third party channels to do dissemination, as shown in the table below.

Partner	# Tweets	# Posts (facebook, blogposts)	# Newsletters	Others
Beta-i	23	15	8	Logo Atalanta in our website, rollups, email signatures and
Tetuan Valley	25	4	5	
NUMA	13	5		- 3 host pages - NUMA Paris, Moscow, Bengaluru - 1 video - 1 website dedicated to the 1st European Accelerator Summit Others : Logo Atalanta in the booklet distributed to investors (+ media (50 booklets) for the demo day.
H-FARM	14	5	41	Logo Atalanta in the booklet distributed to investors + media for 3 days; Badges and leaflets distributed during the Kinnernet
E-UNLIMITED			2	Atalanta promoted in 2 newsletters

Significant results

During this reporting period the consortium as a whole participated in 34 events for dissemination of ATALANTA. In addition there were 150+ tweets, facebook posts, blogposts and mentions in newsletters of the work developed by the ATALANTA project. Complementing these dissemination and communication efforts, the two white papers produced were also disseminated through various channels, reaching accelerators, pre-accelerators and other relevant parties such as Nesta. Finally the ATALANTA logo is also widely publicized through email signatures, flyers, booklets, t-shirts and badges, amongst others.

Key deliverables

D6.2 EAS'14 White Paper – Delivery on 05/05/2015 (Initially planned in M12)

This deliverable, developed from the outcomes of the European Accelerators Summit '14, highlights trends and future strategies identified by the 100+ accelerators that got together in the 2-day event. The document assembles the voice of the acceleration sector on the most crucial themes and provides concrete take aways for accelerators to work with in defining their strategic and tactical actions. The white paper is publicly available and has been disseminated through the many partner channels as well as other dissemination channels accessible to the consortium.

Despite not being listed as an official deliverable of the Atalanta project, this document was produced in order to capture and disseminate the outcomes of the Pre-Acceleration Summit. This event brought together pre-accelerators from around Europe in a 1-day workshop to discuss the state of the sector, identify challenges and opportunities for pre-acceleration. The white paper gives an overview of the different business models and formats of programs in the space of pre-acceleration. It also provides a list of metrics identified by participants for measuring the impact of pre-acceleration.

Deviations

There were no deviations during this reporting period.

Use of resources

		WP 6 – Exploitation & Dissemination			
		DoW	Actual p1	Actual P2	Actual P1+P2
1	E-UN	2	1.24	0.39	1.63
2	Beta	7	2.13	2.07	4.2
3	HFarm	2	0.3	0.72	1.02
4	F6S	2	0.5	0.585	1.09
5	SISE	2	0.69	0.77	1.46
6	Tetuan	3	1.5	0.75	2.25
7	BALKAN	2	1	1.5	2.5
TOTAL		20	7.36	6.79	14.15