

<IMPACT>

START ACCELERATE IMPACT



Seayaventures



IMPACT project has received funding from the European Union Seventh Framework Programme (FP7/2007-2013) under grant agreement n° 632828





D6.2 Communication Materials

WP n° and title	WP6 - Dissemination and Evaluation
WP leader	Teknologiudvikling ApS
Responsible Author(s)	Teknologiudvikling ApS
Contributor(s)	All partners
Planned delivery date	M3
Actual delivery date	M3

INTRODUCTION

This document includes the list and example of all communication material created till the moment by IMPACT project organized in the following sections:

- I. IMPACT general material
- II. Project Presentation event
- III. European Conference on the Future Internet [ECFI] event
- IV. FIWARE Business & Tech Hackathon
- v. Open Call

D6.2. – Communication Materials

I. **IMPACT** general material

IMPACT general material:

1. IMPACT logo
2. IMPACT brand guidelines
3. IMPACT Web site
4. IMPACT presentation (ppt*)
5. IMPACT Social Media (Twitter, LinkedIn, LinKedIn groups, Youtube)

D6.2. – Communication Materials

I. **IMPACT** general material

Logo

<**IMPACT**>

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<**IMPACT**>

Brand Guidelines, including:

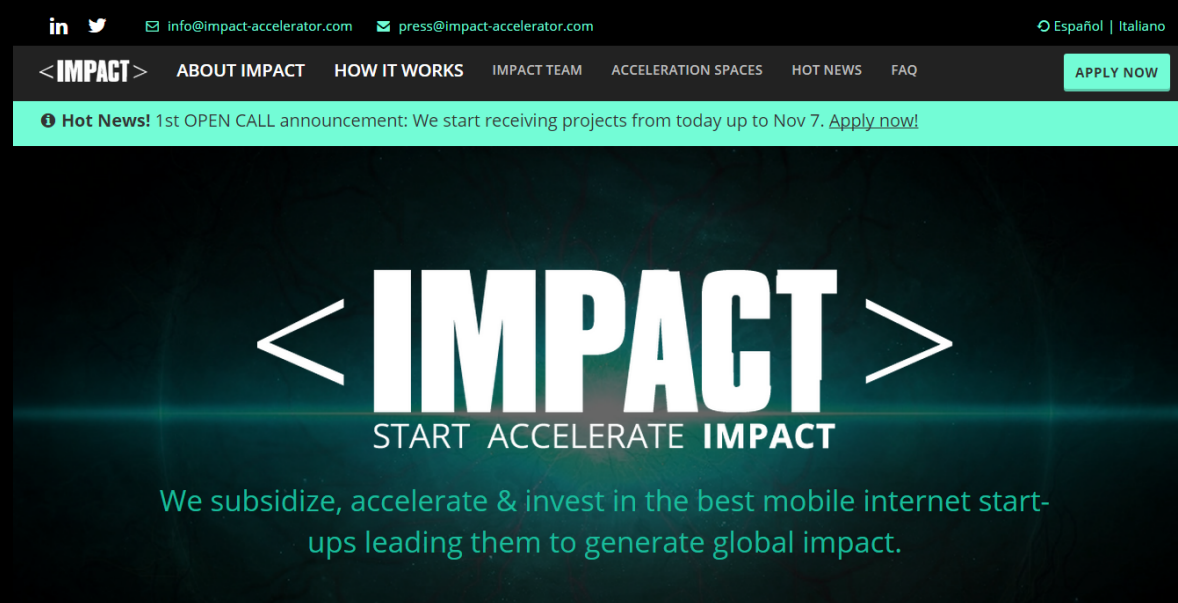
- Introduction
- Logo Design
- Logo Usage
- Colour
- Typography
- Template PPT/ Divider



D6.2. – Communication Materials

I. IMPACT general material

Web site



<http://www.impact-accelerator.com/>

D6.2. – Communication Materials

I. IMPACT general material

Project presentation (ppt*)



IMPACT Key Info

IMPACT objective
IMPACT project will contribute to the promotion and early adoption of FIWARE Technology by supporting projects focused on mobile technologies i.e. mobile apps or business models based on mobility in the communications areas, social, video, media & advertising; design, education, entertainment, ecommerce, peripheral devices, content, connected TV, infrastructure, security, productivity, finance, smart cities and social networks, among others.

IMPACT Beneficiaries

- SMEs participating on their own (only one SME per application).
- Web Entrepreneurs, or individuals, participating in groups of minimum 2 members.

IMPACT Open Calls

- 1st Call: from 29th September till 7th November 2014
- 2nd Call: May 2015 (to be confirmed)
- 3rd Call: October 2015 (To be confirmed)

Logos for ISDI, B1, Seeyaventures, and FIWARE Accelerate are at the bottom.

IMPACT Selection PROCESS

Through a rigorous, multi-step selection process, IMPACT will evaluate all Internet Mobile projects received from any European country, aimed to identify the best talented and scalable business ideas based on FIWARE technologies. The selection phases are:

The diagram shows a funnel with three stages: 1. PLATFORM, 2. EXPERTS PANEL, and 3. SELECTION COMMITTEE. Arrows indicate the flow from top to bottom.

1. Phase 1. Candidates will present their projects via the online Funding Box platform. Those complying with the eligibility criteria will go on to the second step of Selection.
2. Phase 2. Projects will be evaluated by a Panel of Independent Experts. Those with the best marks will pass to next phase.
3. Phase 3. Finalist will present their projects to the Selection Committee in the jury Day. The Selection Committee will determine the final beneficiaries to start the Acceleration Program.

The most innovative, high-growth ventures will be selected to be accelerated by IMPACT

Logos for ISDI, B1, Seeyaventures, and FIWARE Accelerate are at the bottom.

IMPACT Acceleration Process

6 months Acceleration Program with the following features:

- 10,000€ Services vouchers (Acceleration Suite)
- 90,000€ Funding (non-refundable)

Acceleration Suite Services:

- Welcoming week (Individual Mentoring Plan will be developed for each beneficiary)
- Training Voucher
- Training modules: From Concept to Model, Internet technology, Digital Marketing & Sales, Company
- Entrepreneurs Talks
- Mentoring Vouchers
- Follow Up Individual Mentor and On Demand Specialist Mentor Group during the 6 months
- Support in complementary funding opportunities
- Tailored Funding workshops on European Funding Programs
- Individual Reports on Funding
- Demo Day
- Extended Investments Phase. Project partners will offer a fast track access to their investment programs for the most outstanding projects

Logos for ISDI, B1, Seeyaventures, and FIWARE Accelerate are at the bottom.



D6.2. – Communication Materials

I. IMPACT general material

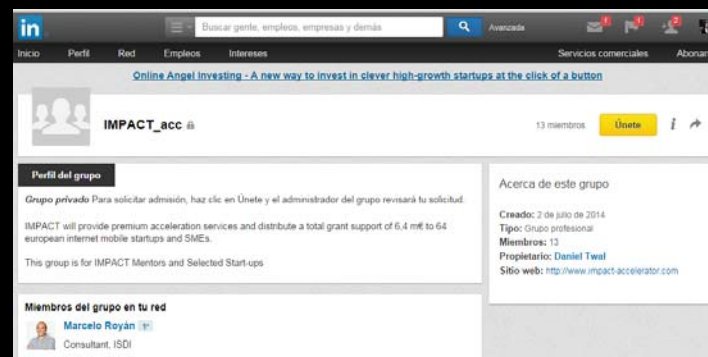
Social Media



<https://www.linkedin.com/company/impact-accelerator>



https://www.youtube.com/watch?v=FYh9S_wPNHU



https://www.linkedin.com/groups?home=&gid=8132990&trk=anet_ug_hm



https://twitter.com/IMPACT_acc

II. IMPACT Project Presentation

Project Presentation events:

1. Press Release Spain & Italy (July/2014)
2. Press Release Barcelona, Spain (15/Sept/2014)
3. Barcelona Event, Invitation
4. Barcelona Event, Agenda
5. Barcelona Event, Mailing

D6.2. – Communication Materials

II. IMPACT Project Presentation

1. Press Release Spain/Italy (July 2014)



This Project is a product of the UE Internet Future Initiative

IMPACT is born, an innovative model of start-ups accelerator to finance 100,000 euros to 64 European mobile Internet projects

- The European Consortium whose members are [ISD, Buongiorno](#) his its accelerator b-ventures, [Sava Ventures](#) & [Technopolis/Infineo AG](#) is launching IMPACT, an accelerator focused on mobile Internet projects whose aim is to finance and accelerate 64 European entrepreneurs in the coming two years. IMPACT is endowed with 5.6 Million Euros to invest in start-ups wherein these funds, which amount to an average of 100,000 euros per project, will be non-recoverable funds without equity consideration.
- IMPACT has been one of the projects receiving better assessment and largest amount of funds of the 16 accelerator projects that will stimulate the use of the E-WARE platform, created by the European Union to promote the use of European technologies and accelerate the creation of state-of-the-art digital ecosystem in the EU.
- IMPACT has designed a unique acceleration process for start-ups, based on high performance and transparency. IMPACT will launch 3 European open calls in 2 years' time to gather hundreds of start-ups. Its model is based on a demanding selection process in phases, a specialized 6-month mentoring program, digital management training of start-ups and additional financing phase for the most outstanding projects.

Madrid, 16 of July 2014. - As of today IMPACT activity is starting (mobile internet, Projects Accelerator), a mobile internet project accelerator created by [ISD, Buongiorno](#) (b-ventures), [Sava Ventures](#) and [Technopolis/Infineo AG](#), one of the 16 consortiums chosen by the European Commission within the framework of Seventh Program Framework.

IMPACT has been one of the projects obtaining the highest score and funds between the accelerators chosen for the European Commission for the implementation of EU-PPP initiative. Future Internet Public-Private-Partnership (F4P2) will provide the start-ups with core technology with the purpose of creating an open environment wherein EU SMEs can take advantage of.

The aim of IMPACT is to select and accelerate start-ups associated with mobile Internet which can adopt these European digital technologies ([Ubiquity](#) y [Ecosystem](#)). The accelerator looks for entrepreneurs or start-ups projects that develop mobile apps or business models based on mobility in the communications areas, social, video, media & advertising, design, education, entertainment, e-commerce, peripheral areas.

Press contact: Cristina del Gallo | cristina@guorifmedia.com | 912 028 100



devices, content, connected TV, infrastructure, security, productivity, finance, smart cities and social networks, among others.

IMPACT looks for two profiles of project to accelerate:

- **Startup Phase:** Projects with a working prototype available, valued at less than a million Euros and at least two founders working full time for the startup. Target market launch date is less than 18 months.
- **Growth Phase:** Companies already present in the market for less than seven years with turnover below two million Euros, where the founders still own 51% of shareholder Equity, and provide indicators proving an exponential growth potential. The objective is its globalization or the consolidation of a change of business focus.

With this in mind, IMPACT has designed a disruptive acceleration model consisting of 4 steps:

1. Calling and selection of European start-ups focused on mobile internet. The process of selection is based on candidate applications on an online platform, screened by a committee of independent experts, who will summon the entrepreneurs to an investor pitch and personal interviews to pick the projects who gain access to the acceleration process.
2. IMPACT will subsidize at least 64 start-ups up to 100,000 euros financing for each one without equity consideration, investing a total of 6.4 million euros in 2 years. Financing will be disbursed in 3 installments throughout 6 months subject to the compliance of business milestones set specifically to each startup.
3. The selected companies will start a premium acceleration process during 6 months consisting of mentoring and training with key digital ecosystem experts and entrepreneurs. Mentoring process ongoing, on one hand, follow-up mentors and, in parallel, mentors who are specialists in different strategic areas such as entrepreneurship, technology, marketing and financing. The training plan includes:
 - A next-to-the program on entrepreneurial digital acceleration which will cover the development of start-ups, digital marketing, technology and financing, as of that focused on the mobile environment.
 - Learning courses about specific digital tools & capabilities necessary for the development of the companies.
4. The last model phase will give access to an extended investment with business angels, venture capital and international public investment funds for the most promising start-ups who prove to be equipped with good development and drive indicators.

Nacho de Pinedo, CEO of ISD, explains that "IMPACT has been created with the purpose of contributing to the development of the European entrepreneurial ecosystem, with special emphasis on countries like our that specifically need to promote digital entrepreneurship. We have therefore designed an ambitious model of acceleration which will allow start-ups to take full advantage of the business opportunities existing in the mobile field leading them to achieve good scale and dimension."

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Fernando González-Masanes, CEO of Buongiorno, comments: "We are delighted with the launch of IMPACT, to emphasis on the development of European digital ecosystems and contribution to employment generation. We will support 64 startups chosen in the next two years, through our experience in mobile internet to achieve their business goals."

Michael Kienel, founder & director partner at Sava Ventures: "The Sava Ventures is an ideal opportunity to be close to the next digital stars in the mobile environment both in Spain and abroad. We can support, from initial stages, promising projects and accompany the best throughout his business life."

Differences of IMPACT with respect to other acceleration models

The IMPACT model offers significant differences with respect to other acceleration programs in various aspects:

- **Financing Model:** The subsidy of up to 100,000 Euros is non-recoverable; the start-ups are not obliged to exchange equity shares. Moreover, financing will be disbursed in three installments depending on the attainment of the business milestones.
- **Profile of the start-up:** IMPACT is focused on mobile internet projects, with European scope, both in the start-up as well as in growth phase.
- **Multi-level process of selection:** With an online platform, a panel of independent experts, and different assessment methods of the project.
- **Process of integral acceleration:** including a training and mentoring program led by a pool of national and international experts and mentors.
- **Network of venues and premises:** premises from ISD in Madrid, Barcelona and from b-ventures in Milan and accesses in 14 countries starting with the second investment phase.

About IMPACT

The prime movers of IMPACT are:

- [ISD](#) (Instituto Superior para el Desarrollo de Internet), is the first business school specialized in the digital field in Spain and Mexico, created by renowned directors of the main internet companies and known for having the most complete and distinguished training in digital business (MBA, PADIS, DIBAS, InternetAcademy, International Digital Business Senior & MSc in Internet MBA).
- [Buongiorno](#): Founded in 1999, Buongiorno is known in the worldwide e-commerce ecosystem for developing and managing paid apps and content that help consumers get greater enjoyment from mobile devices. On July 2013, after the settlement of a successful public tender offer, Buongiorno became a wholly-owned subsidiary of NTT DOCOMO - a global leader in mobile telecommunications technologies and services. With direct connections to more than 150 telecom operators in 23 countries, over 10 years' experience and a team of 600 professionals, Buongiorno makes the mobile internet experience happier for consumers globally.
- [b-ventures](#) is the startup accelerator of Buongiorno, born one year ago, and counts on a portfolio of 10 startups.

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Sava Ventures: Sava Ventures is a venture capital firm founded in Madrid in 2013. Sava Ventures is early and growth stage internet and technology-enabled businesses in Spain and Mexico. Sava Ventures seeks to invest in innovative companies that require growth or expansion capital to become category leaders. Benito González and Michael Kienel are the Founding Partners of Sava Ventures.

Technopolis/Infineo AG: Design Consulting firm specialized in identifying public funding for the research and development of advanced technology projects and to facilitate potential partners of the start-ups as well as research centers so that they can undertake to global expansion. Use-experienced in online management and monitoring of open call public processes.

For more information:

www.impact-accelerator.com
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D6.2. – Communication Materials

II. IMPACT Project Presentation

3. Press Release Barcelona/Spain (15/Sept/2014)



Nota de premsa

IMPACT presenta a Barcelona un esdeveniment de presentació per potenciar l'accés a finançament i subvenció per a emprenedors del sector *mobile internet* a Catalunya.

- IMPACT suposa un nou model de acceleradora de startups. Finançarà els projectes europeus d'internet mòbil amb 100.000 euros. Les aportacions es realitzaran a fons perdut, sense contraprestació.
- L'acceleradora celebrarà a Barcelona un esdeveniment informatiu i de networking per a emprenedors el 15 de setembre al [CAD](#) (Centre d'ACCELERACIÓ DIGITAL).
- Durant l'acte s'explicaran les característiques de IMPACT i les possibilitats que ofereix el projecte *FIWARE* de la Unió Europea (UE), de manera que puguin entrar en aquesta convocatòria de finançament, destinada a pimes i emprenedors, el major nombre de projectes catalans.
- Intervindran en l'esdeveniment: Nacho de Pinedo, CEO de l'ISDI i IMPACT Steering Committee; Rodrigo Miranda, director general d'Internet Acadèmia i IMPACT Steering Committee; Didiac Lee, empenedor i CEO de iNspirit; i Yolanda Pérez Sáez, directora de Startups a Banc Sabadell.
- El proper 29 de setembre començarà l'open call d'IMPACT.

Barcelona, 10 de setembre 2014. L'acceleradora de startups [IMPACT](#) (Internet Mobile Project Accelerator), organitzada a Barcelona un esdeveniment de presentació i networking per a emprenedors del sector *mobile* el proper dijous, 15 de setembre.

L'objectiu d'aquesta trobada és el de donar a conèixer les característiques de IMPACT i explicar el projecte [FIWARE](#) de la Unió Europea (UE), de manera



CONTACTAT

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[http://www.impact-accelerator.com](#)

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que puguin entrar en aquesta convocatòria de finançament per a pimes i emprenedors el major nombre de projectes catalans.

IMPACT és una acceleradora de projectes d'internet mòbil creada per [ISDI](#), [Buenavista](#) (mitjantent i-ventures), [Seize Ventures](#) i [Technoquadrangle AS&S](#), un dels 16 consorciats seleccionats per la Comissió Europea del seu [2a Pla Programari](#).

L'acceleradora forma part d'*FIWARE*, una infraestructura innovadora i oberta basada en el núvol per a la creació i publicació d'aplicacions i serveis d'internet, posada en marxa per la UE per fomentar l'ús de tecnologies europees i accelerar la creació d'un ecosistema digital de vanguardia a Europa.

Durant l'esdeveniment intervindran Nacho de Pinedo, CEO de l'ISDI i IMPACT Steering Committee, que explicarà "Què és IMPACT"; Rodrigo Miranda, director general d'Internet Acadèmia, que realitzarà una introducció i aproximació pràctica a la tecnologia *FIWARE*; Didiac Lee, empenedor i CEO de iNspirit, parlarà sobre les oportunitats que presenta l'acceleradora pels emprenedors catalans i Yolanda Pérez Sáez, directora de Startups a Banc Sabadell, que parlarà sobre les possibilitats d'accés a "Smart Money".

Aquest acte es celebrarà al [CAD](#) (Centre d'ACCELERACIÓ DIGITAL). Reunirà a organitzacions de l'ecosistema empresarial i emprenedors, a més de influents (discares i tuiters de diferents àrees temàtiques). Comença a les 16:30 i després de la clausura hi haurà un espai per al networking durant el mateix dia (a partir de les 21:15).

L'open call d'IMPACT

El proper dia 29 de setembre comença l'open call d'IMPACT, la primera crida pública a la qual es podran presentar startups de tot Europa. IMPACT accelerarà 64 empreses amb 100.000 euros de mitjana per projecte. Les aportacions es realitzaran a fons perdut, sense contraprestació.

Aquest consorci ha estat un dels projectes millor valorats i que més diners ha rebut dels 16 que candidatzen l'ús de la plataforma *FI-Technologies*, creada per la Unió Europea.

IMPACT ha dissenyat un procés d'acceleració d'empreses únic, basat en valors d'èxit: rendiment i transparència. El seu model es basa en un exigent sistema de selecció, un programa de mentorització especialitzat de sis mesos i formació en direcció de negocis digitals. També es facilitarà l'accés a finançament addicional als projectes més destacats.

L'objectiu de IMPACT és seleccionar i accelerar startups de l'entorn d'internet mòbil que puguin adoptar aquestes tecnologies digitals europees ([FIWARE](#)). L'acceleradora s'adreça a projectes d'empreses i emprenedors que desenvolupin aplicacions mòbils o models de negoci basats en internet mòbil en les àrees de comunicació, societat, vídeo, mitjà i publicitat, disseny, educació, entreteniment, *mobile commerce*, connexió de dispositius.



continguts, TV connectada, infraestructures, seguretat, productivitat, finances, smart cities i serveis socials, entre d'altres.

IMPACT busca dos perfils de projectes per accelerar:

- En fase d'empreses: projectes que ja compten amb un prototip funcional disponible, valoració menor d'un milió d'euros i en què els fundadors tinguin una dedicació plena a la companyia. L'objectiu serà el seu llançament al mercat en menys de sis mesos.
- En fase de creixement: empreses desenvolupades amb presència al mercat, amb menys de set anys de vida, facturació per sota de dos milions d'euros i on els fundadors mantinguin almenys el 51% de l'accionariat. L'objectiu es centrarà en la seva internacionalització o la consolidació d'un canvi d'orientació.

Nacho de Pinedo, CEO de l'ISDI, explica que "IMPACT naix amb la vocació de contribuir a desenvolupar l'ecosistema empresarial europeu, apassionat i rellevant per a pimes com el nostre que necessiten potenciar l'empresari digital. Per això hem dissenyat un model ambiciós de acceleradora que permeti potenciar startups que s'apropin l'entorn d'internet mòbil i així aconseguir un assolir més a l'ecosistema d'internet".

Per la seva banda, Didiac Lee, considera que "IMPACT és un element molt necessari per al nostre sistema empresarial perquè cobreixi un espai vital en finançament i formació per a l'ecosistema".

Sobre IMPACT

L'objectiu de IMPACT és seleccionar i accelerar startups de l'entorn d'internet mòbil que puguin adoptar aquestes tecnologies digitals europees ([FIWARE](#)). L'acceleradora s'adreça a projectes d'empreses i emprenedors que desenvolupin aplicacions mòbils o models de negoci basats en internet mòbil en les àrees de comunicació, societat, vídeo, mitjà i publicitat, disseny, educació, entreteniment, *mobile commerce*, connexió de dispositius, continguts, TV connectada, infraestructures, seguretat, productivitat, finances, smart cities i serveis socials, entre d'altres.

El consorci de IMPACT són:

- [ISDI](#) (Institut Superior para el Desarrollo de Internet), és la primera escola de negocis de l'entorn digital d'Europa i Mèxic, creada per directiva de referència de les principals empreses d'internet amb l'objectiu de formar i desenvolupar l'ecosistema digital (IMS, P&G, IBM, InternetAcademy, International Digital Business Seminar al RCT i Harvard MAIS).

La seva missió és desenvolupar i impulsar l'ecosistema digital a través de la formació i acompanyament de professionals, emprenedors i empreses per accelerar el canvi a un nou model econòmic, més competitiu i eficient.

Buenavista, fundada el 1995, Buenavista és coneguda en l'entorn mundial del *no-commerce* per desenvolupar i gestionar solucions de pagament i continguts que ajuden als consumidors a aconseguir un major control dels seus dispositius mòbils. Al juliol de 2012, després d'una reunió oberta pública d'avaluació, va passar a ser propietat de NTT DOCOMO, líder global de tecnologies i serveis de comunicacions mòbils.



amb connexió directa a més de 130 operadors de telecomunicacions en 25 països, més de 10 anys d'experiència i un equip de 500 professionals, Buenavista té que l'experiència d'internet mòbil sigui una realitat, i-ventures és l'acceleradora de Buenavista, nascuda fa un any, amb un perfil actual de 20 start-ups.

Seize Ventures, Seize Ventures és un fons de venture capital fundat a Madrid el 2013. La Seize Ventures és una empresa del sector digital, en fons inicial i de creixement, a Espanya i Mèxic. L'objectiu de Seize és la inversió en empreses innovadores que requereixin capital inicial per créixer i convertir-se en líders en el seu sector. Seize Capital i Michael Olszajski són els seus socis fundadors.

Technoquadrangle AS&S, Consultora d'alta especialització en identificar sistemes de finançament públic per a projectes d'innovació i desenvolupament de tecnologia avançada i de facilitar possibles accés a les startups i centres de recerca perquè puguin desenvolupar la seva experiència internacional. Té una llarga experiència en gestió i monitorització en àrea de promoció pública d'exportació.

Per a més informació:
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3

II. IMPACT Project Presentation

4. Barcelona Event, Invitation



II. IMPACT Project Presentation

5. Agenda



The poster features a night view of the Torre Agbar in Barcelona, illuminated with blue and red lights. The FIWARE logo is in the top right corner. The main title is '<IMPACT>' in large white letters, followed by 'FIWARE INTERNET MOBILE ACCELERATOR' in green and 'BCN PRESENTATION' in white. A button says 'PERSONAL INVITATION REGISTER HERE'. The event details are 'Sep 15. 7:30 pm. CAD, Centre d' Acceleració Digital BCN. C/ Diputació 37'. Below this, four speakers are listed with their photos: Nacho de Pinedo (IMPACT Steering Committee), Didac Lee (IMPACT Advisory Board), Yolanda Perez (BStartups), and Marcelo Royan (IMPACT Technical Coordinator). The agenda is listed below: 19:30 Opening, 19:40 What IMPACT is? Nacho de Pinedo, 20:00 WHAT IS FIWARE? Marcelo Royan, 20:20 IMPACT, an opportunity for the Catalan Ecosystem. Didac Lee, 20:40 Smart Money, IMPACT and BStartups. Yolanda Perez, 21:00 Q&A, 21:30 NETWORKING., MEET & DRINK. At the bottom, logos for the European Union, FIWARE, ISDI, B!, and Seaya Venture are shown.

<IMPACT>
FIWARE INTERNET MOBILE ACCELERATOR
BCN PRESENTATION

PERSONAL INVITATION
REGISTER HERE

Sep 15. 7:30 pm. CAD, Centre d' Acceleració Digital BCN. C/ Diputació 37

SPEAKERS

Nacho de Pinedo
IMPACT Steering Committee

Didac Lee
IMPACT Advisory Board

Yolanda Perez
BStartups

Marcelo Royan
IMPACT Technical Coordinator

AGENDA
19:30 Opening
19:40 What IMPACT is? Nacho de Pinedo
20:00 WHAT IS FIWARE? Marcelo Royan
20:20 IMPACT, an opportunity for the Catalan Ecosystem. Didac Lee
20:40 Smart Money, IMPACT and BStartups. Yolanda Perez
21:00 Q&A
21:30 NETWORKING., MEET & DRINK.

IMPACT project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 101019150.

FIWARE

ISDI

B!

Seaya VENTURE JERES

D6.2. – Communication Materials

II. IMPACT Project Presentation

6. Barcelona Event, Mailing

IMPACT Accelerator Barcelona Presentation September 15th [View this event on your homepage](#)



<IMPACT>
FIWARE INTERNET MOBILE ACCELERATOR
BCN PRESENTATION
PERSONAL INVITATION
REGISTER HERE

Sep 15, 7:30 pm. CAD, Centre d'Acceleració Digital BCN. C/ Diputació 37

SPEAKERS

- Nacho de Pinedo
IMPACT Steering Committee
- Didac Lee
IMPACT Advisory Board
- Yolanda Perez
Banco Sabadell
- Rodrigo Miranda
BC CEO

AGENDA

- 19:30 Opening
- 19:40 What IMPACT is? Nacho de Pinedo
- 20:00 WHAT IS FIWARE? Rodrigo Miranda
- 20:20 IMPACT, an opportunity for the Catalan Ecosystem. Didac Lee
- 20:40 Smart Money, IMPACT and BStartup. Yolanda Perez
- 21:00 Q&A
- 21:30 NETWORKING, MEET & DRINK.

[Register now!](#)

IMPACT OPEN CALL

IMPACT will start its open call on **September 29** wherein startups from all of Europe can participate until Friday, 7th November. It will grant an average of 100,000 euros per project to 64 startups. Funds will be non-recoverable with no Equity consideration in exchange.

[Twitter](#) [LinkedIn](#) [YouTube](#) [Newsletter](#)

[ISDI](#) [FIWARE](#) [BCN](#) [BStartup](#)

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III. EFCI event

EFCI Event:

1. Poster
2. Flyer

D6.2. – Communication Materials

III. EFCI event

Poster



D6.2. – Communication Materials

III. EFCI event

Flyer



<IMPACT>

We subsidize, accelerate & invest in the best mobile internet start-ups leading them to generate global Impact.



<IMPACT>

IMPACT'S OBJECTIVES

- > Accelerate at least **64 European start-ups** focusing on **Mobile Internet**
- > Subsidize each start-up up to **100,000 euros without equity** consideration whatsoever investing a total of **6,400,000 euros** in **2-years time**
- > Provide **Premium Acceleration Service** during 6 months consisting in Training and Mentoring under the guidance of **key world class digital ecosystem professionals and entrepreneurs**
- > Manage the most promising start-ups towards the Extended Investment Phase with **Business Angels** and **first class global Funds**

CONSORTIUM IMPACT

<ISDI> **B!** **Seaya ventures** **TEKNOLOGIUDVIKLING.DK**

IMPACT (Internet Mobile Projects Accelerator) is one of the 16 consortiums selected by the European Commission within the framework of the Seventh Framework Programme.

LEARN MORE AND BE PART OF THE PROJECT!

www.impact-accelerator.com

 **@IMPACT_acc**



Learn more at fiware.org

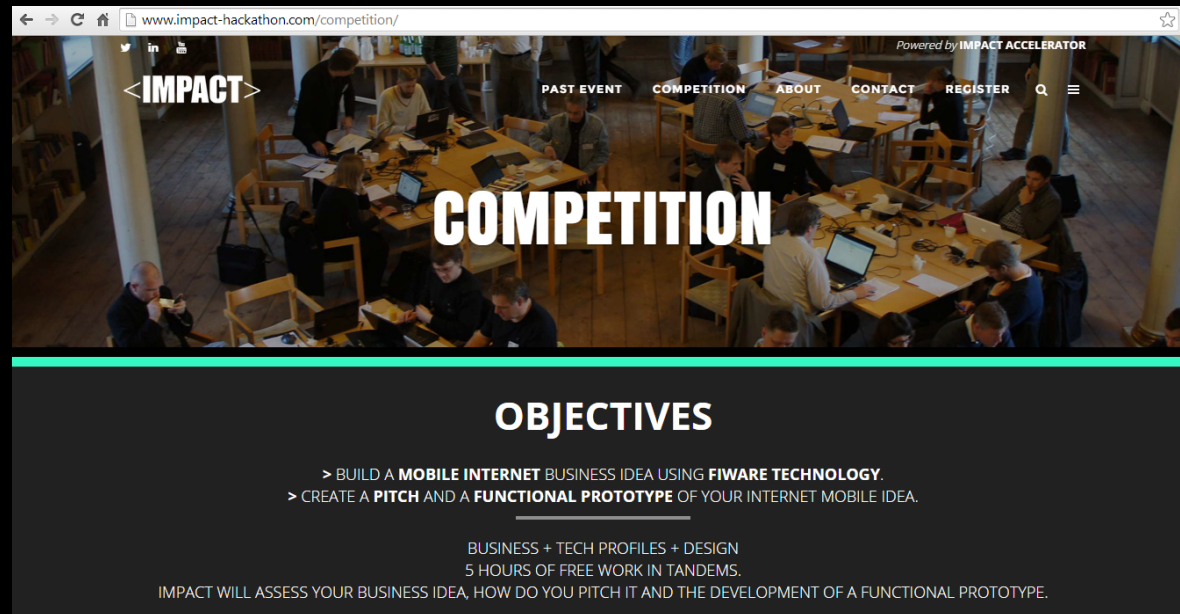
D6.2. – Communication Materials

IV. Hackathon

FIWARE Business & Tech Hackathon:

1. Hackathon web site
2. Poster
3. Flyer
4. Roll up
5. Agenda
6. Mailing
7. Press release
8. FIWARE blog

1. Web site



<http://www.impact-hackathon.com/competition/>

2. Poster



D6.2. – Communication Materials

IV. Hackathon

3. Flyer

FIWARE Accelerate
Join the innovation ecosystem

<IMPACT>
FIWARE INTERNET MOBILE ACCELERATOR

START ACCELERATE IMPACT

impact-accelerator.com

@IMPACT_acc | @Fiware

FIWARE Accelerate
Join the innovation ecosystem

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IMPACT'S OBJECTIVES

- > Accelerate at least 64 European start-ups focusing on **Mobile Internet**
- > Subsidize each start-up up to 100,000 euros without equity consideration whatsoever investing a total of 6,400,000 euros in 2-years time
- > Provide **Premium Acceleration Service** during 6 months consisting in Training and Mentoring under the guidance of **key world class digital ecosystem professionals and entrepreneurs**
- > Manage the most promising start-ups towards the Extended Investment Phase with **Business Angels** and **first class global Funds**

CONSORTIUM IMPACT

<ISDI> **B1** **Seaya Ventures** **TEKNOLOGIA KALUNG PK**

IMPACT (Internet Mobile Projects Accelerator) is one of the 16 consortiums selected by the European Commission within the framework of the Seventh Framework Programme.

LEARN MORE AND BE PART OF THE PROJECT!

impact-accelerator.com

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FIWARE Learn more at fiware.org

4. Roll up



5. Agenda



<IMPACT>
INTERNET MOBILE FIWARE ACCELERATOR
BIZ AND TECH HACKATHON

PERSONAL INVITATION
REGISTER YOUR TEAM HERE

Sep 23. 2:30 pm. CAD, Centro de Aceleración Digital MAD. C/ Viniato 20

Teamwork > Business Ideas + FIWARE Coding > 5h work > ELEVATOR PITCH 2 min = €5,000 Prize

JUDGES

- Nacho de Pinedo
IMPACT Steering Committee
- Rodrigo Miranda
ISDI CEO
- Sebas Muller
IMPACT Director
- Marcelo Royan
IMPACT FIWARE Coordinator
- Fermín Galán Márquez
FIWARE Evangelist

AGENDA

- 14:30 Opening
- 14:45 Speakers
 - Nacho de Pinedo. What IMPACT is?
 - FIWARE Evangelist. What is FIWARE?
 - Sebas Muller. Objectives/ Tips to Win.
- 16:45 Meet & Drinks/ Auto-pitches.
- 17:15 Competition
- 20:00 Break
- 20:15 Competition
- 22:30 2min Pitches
- 23:30 Awards
- 00:00 INIM DJ Set & Drinks

www.impact-hackathon.com

Logos: European Union, FIWARE, ISDI, B1, Seay Ventures

D6.2. – Communication Materials

IV. Hackathon

6. Mailing

<IMPACT>
INTERNET MOBILE FIWARE ACCELERATOR
BIZ AND TECH HACKATHON
REGISTER YOUR TEAM HERE

Sep 23 2:30 pm, CADI, Centro de Aceleración Digital MAD, C/ Vito 20

Timeline: Teamwork > Pitching > Demo > Pitch > Awards

JUDGES

AGENDA

- 14:30 Opening
- 15:00 Speakers
 - Nacho de Prado: What IMPACT is?
 - David Compañ: What is FIWARE?
 - Selma Muller: Objective: Tips to Win.
- 16:00 Meet & Greet/ Audio pitches
- 16:30 Competition
- 20:00 Break
- 20:25 Competition
- 21:30 Dinner Pitcher
- 23:00 Awards
- 23:30 Meet & Greet & Drinks

For more info: www.impact-hackathon.com
Direct registration: info@impact-hackathon.com

Moreover we have done two webinars about FIWARE, you can see them in our [Twitter](#) channel and in this direct links: [Webinar 1](#) and [Webinar 2](#)

Register now!

IMPACT OPEN CALL

IMPACT will launch its first open call on September 28 wherein startups from all of Europe can participate until Friday, 7th November. It will grant an average of 100,000 euros per project to 6-8 startups in the coming two years. Funds are non-recoverable and granted without equity consideration.

Facebook LinkedIn YouTube RSS

ISDI FIWARE

IMPACT project has received funding from the European Union's Horizon Programme (FP7/2007-2013) under grant agreement n° 452028

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D6.2. – Communication Materials

IV. Hackathon

7. Press Release

<IMPACT>

Press release

United... Technology and Entrepreneurship in FIWARE

IMPACT is organizing the first hackathon specialized in mobile apps with FIWARE technologies in Madrid, granting 5.000 Euros in prizes, aimed at identifying the mobile Internet project with the most innovative breakthrough.

- This is the first hackathon to be held in Spain specialized in mobile apps with FIWARE technologies. The call is open and will be held on September 23 in CAD (Centro de Aceleración Digital-Digital Acceleration Center) of ISDI in Madrid.
- Participants will have five hours during which they can work alone, in pairs or in threes. Teams should combine both technological & entrepreneurial attributes.
- IMPACT will distribute 5.000 Euros among the three winning projects.
- Furthermore, IMPACT will start its open call on September 29 wherein startups from all of Europe can participate. It will grant an average of 100.000 Euros per project to 64 startups. Funds are non-recoverable and granted without equity consideration.

Madrid, September 9, 2014 - **<IMPACT>** (Internet Mobile Projects Accelerator), will host its Spanish FIWARE Hackathon on September 23 in Madrid in the CAD (Centro de Aceleración Digital-Digital Acceleration Center).

Through this event IMPACT seeks to identify the most disruptive business ideas in Mobile Internet based on technology related to the **FIWARE** of the **European Union** (EU). IMPACT will distribute 5.000 Euros among the three winning projects (2.500 Euros to the first, 1.750 Euros second and 750 Euros third).

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Project is organizing a FIWARE Hackathon endowed with a 5.000 euro prize for the most innovative mobile Internet Project.

IMPACT

IMPACT is an accelerator of mobile Internet projects created by **ISDI** (Instituto Superior para el Desarrollo de Internet), **Sevaya Ventures** (FIWARE Technology) and **Agis**, one of the 16 consortiums selected by the European Commission in its **Seventh Program Framework**.

Registration is free. Participants will have five hours during which they will work alone, in pairs or in threes, combining aspects of both technology & entrepreneurship in each project. 5.000 Euros in prizes will be available & will place special value to those achieving a functional prototype of the idea (design, code & business idea) during the session.

Technological architecture & FIWARE integration method, usefulness, business execution, design, market opportunity & mobility aspects, among others, are key factors in the assessment of the idea.

"It is our aim to bring the coders community and entrepreneurs closer to open source European technologies FIWARE so as to generate more use cases and to take better advantage of the possibilities opened up by these technologies. This, moreover, is the first FIWARE event organized in Madrid. Distinctive from other hackathons, we are putting people with technological attributes together with entrepreneurial ones and who will be working in collaboration", explains Nacho de Pinedo, CEO of ISDI (Instituto Superior para el Desarrollo de Internet -Tertiary Institute of Internet Development) and IMPACT Steering Committee.

Schedule:

- 14:30: Reception of participants.
- 15:00: Presentations:
 - What is IMPACT? Nacho de Pinedo, CEO of ISDI, IMPACT Steering Committee.
 - What is FIWARE? Workshop/Case practice: Marcelo Roján/FIWARE evangelist.
 - Objectives, format & dynamics of the FIWARE Hackathon. Sebastián Muller, IMPACT Project Director.
 - Tip to win. Sebastián Muller.
- 16:30: Self-choices.
- 16:50: Meet & Drink.
- 17:15: First round.
- 20:00: Sleep.
- 20:30: Second round.
- 21:30: Pitcher x 15 pairs.
- 22:30: Assessment.
- 23:00: Prizes.

Developers who wish to participate have to register beforehand in the website <http://fiwarehackathon.impact.es>.

<IMPACT>

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FIWARE Hackathon

A Hackathon (from hacker & marathon) is a summit of programmers for the collaborative development of software. This same term also covers competitions to identify applications and other developments.

In this case the FIWARE Hackathon Business & Tech revolves around the **FIWARE** Technology of the European Union, an innovative and open infrastructure based on the cloud to create and publish Internet applications & services. This is the first of three hackathons to be organized by IMPACT.

The FIWARE Hackathon will take place in the CAD (Centro de Aceleración Digital - Digital Acceleration Center) installations in Madrid (calle Viroso, 20), starting 3:00 PM. After the presentations, the challenges to be met by the participating developers will be launched.

Those who do not have a partner and wants to join a team will have a chance to meet up with his colleagues at 4:30 PM to be acquainted with them, during the Meet & Drink.

Participants will have five hours to solve the chosen challenge from among those launched. During this time they can rely on the coordination & supervision of the technical team of IMPACT.

At the end of this time, they will have to submit & defend the results obtained before a jury made up of:

- Nacho de Pinedo, CEO of ISDI, IMPACT Steering Committee.
- Rodrigo Miranda, CEO of IA (Internet Academy).
- Sebastián Muller, IMPACT Project Director.
- Daniel Twaal, IMPACT Acceleration Manager.
- Marcelo Roján, IMPACT Technology leader.

The members of the jury will listen to all proposals, assess them and will then select the best ones.

IMPACT open call

Furthermore, the start of the IMPACT open call will be this September 29, the first public call to which all startups from Europe can participate. IMPACT will accelerate 64 startups with an average of 100.000 euros per Project. Funds will be non-recoverable and without the exchange of equity shares.

This consortium has been one of the best valued projects and granted with the most funds of the 16 who will channel the use of the FIWARE technology, created by the European Union to foster the use of European technologies and to accelerate the creation of a state-of-the-art digital ecosystem in the EU.

IMPACT has designed a unique startup acceleration process valuing high productivity and transparency. Its comprehensive model covers a demanding selection process, a 6-month specialised mentoring and training program in

<IMPACT>

digital business management. Moreover, access to additional funding will be made available to the most outstanding projects.

The objective of IMPACT is to select and accelerate startups evolving around Mobile Internet who can adopt these European digital technologies (**FIWARE**). The accelerator is aimed at projects of startups or entrepreneurs who develop mobile applications or business models based on Mobile Internet in the areas of communication, social, video, media & advertising, design, education, entertainment, mobile commerce, device connections, content, TV peripherals, infrastructures, security, productivity, finance, smart cities and social networks, among others.

IMPACT seeks two types of projects to accelerate:

- Startup stage:** Projects with a working prototype available, valued at less than a million Euros and at least two founders who work full time for the startup and when the target market launch date set is less than six months.
- Growth stage:** Companies already present in the market for less than seven years with turnover below two million Euros, where the founders still own 51% of Shareholders' Equity and provide indicators proving an exponential growth potential. The objective is its globalization or the consolidation of a change of business focus.

About IMPACT

The objective of IMPACT is to select and accelerate startups working around Mobile Internet who can adopt these European digital technologies (**FIWARE**). The accelerator is aimed at projects of startups or entrepreneurs who develop mobile applications or business models based on Mobile Internet in the areas of communication, social, video, media & advertising, design, education, entertainment, mobile commerce, device connections, content, TV peripherals, infrastructures, security, productivity, finance, smart cities and social networks, among others.

The prime movers of IMPACT are:

ISDI (Instituto Superior para el Desarrollo de Internet), is the first business school specialized in the digital field in Spain and Mexico, created by renowned directors of the main Internet companies and known for having the most complete and distinguished training in digital business: SEO, PPC, SEM, Display, Internet Academy, International Digital Business Center at IESE, Harvard, MADRID.

Its mission is to develop and promote the digital ecosystem through training and advice from professionals, entrepreneurs and companies to accelerate the shift to a new and more competitive and efficient economic model.

Burgomestre: Founded in 1993, Burgomestre is known as a world class leader in the m-commerce field for having developed and managed payment and content applications which achieved consumer satisfaction in the use of their mobile devices. In July 2012, after a successful public offering acquisition, it now forms part of NTT DOCOMO, global leader in mobile technology and communications services.

With direct connections to more than 120 telecommunications operators in 25 countries, more than 20 years' experience and a team of 600 professionals, Burgomestre makes the experience

8. FIWARE blog post



D6.2. – Communication Materials

V. Open Call

Open Call:

1. Press Release
2. Mailing

D6.2. – Communication Materials

V. Open Call

1. Press Release

<IMPACT>

Press release

IMPACT member of FIWARE Accelerate

IMPACT launches its first Open Call focused on Mobile Internet

HIGHLIGHTS BRIEF

- **IMPACT** Open Call aims at innovative **MOBILE** Internet Projects, all around Europe, making use of **FIWARE** Technologies
- **IMPACT** offers up to 100.000€ per project without equity consideration whatsoever
- Furthermore, **IMPACT** will provide with a **Premium Acceleration Service** during 6 months consisting in Training and Mentoring under the guidance of key world class digital ecosystem professionals and entrepreneurs.
- Additionally **IMPACT** will offer an **Extended Investments Phase**, to the most outstanding projects after the 6 months Acceleration Process, consisting in a fast track access to the Project Partners investment programs providing them up to 150.000 € on top of the EU funding, against 10% of equity with a pre-defined discount of 25%, at market value.

Web:
<http://www.impact-accelerator.com/>

Twitter:
[@impact_acc](https://twitter.com/impact_acc)

Application link:
<http://www.fasttrackto.com/impact/apply/>

September 28, 2014: **IMPACT** is a mobile internet accelerator member of **FIWARE Accelerate**, which is part of the **Future Internet Public-Private Partnership (FP7-IP4)** initiative, a initiative by the European Commission under the **European Union Seventh Framework Programme (FP7/2007-2013)**.

IMPACT launches today its first Open Call to select around 20 Internet Mobile Projects, who can adopt **FIWARE Technologies** created by the European Commission to accelerate the development and adoption of Future Internet technologies in Europe, advance the European market for smart infrastructure, and increase the effectiveness of business processes through the Internet. Start-ups interested can submit their projects till 7th November 2014, at 15:00 p.m. (CET).

The objective of **IMPACT** is to select and accelerate start-ups evolving around **Mobile Internet**, that is start-ups who develop mobile applications or business models based on **Mobile Internet** in the areas of communication, social, video, media & advertising, design, education, entertainment, mobile commerce, device connections, content, TV peripherals, infrastructures, security, productivity, finance, smart cities and social networks, among others.

SMEs and individuals, if individuals groups of minimum 2 members are required, established in any of the EU-28 countries or EFTA Associated countries can apply to this Open Call.

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The submission should be done through the **Funding Box Platform**, platform awarded by the EC in the crowdsourcing contest organized by Operideas to boost web-entrepreneurship.

IMPACT seeks two types of projects to accelerate:

- **Startup stage:** Projects with a working prototype available, valued at less than 1 million Euro and at least two founders who work full time for the startup and when the target market launch date set is less than six months.
- **Growth stage:** Companies already present in the market for less than seven years with turnover below two million Euros, where the founders still own 51% of Shareholders' Equity and provide indicators proving an exponential growth potential. The objective is its professionalization or the consolidation of a change of business focus.

Projects received will be driven through a rigorous, multi-step selection process based on an eligibility test & pre-scoring done automatically thru the Funding Box Platform, an "Experts Panel" evaluation round where each proposal will be evaluated by two external experts and, finally, a Jury Day where finalists will pitch their project to the **IMPACT** Selection Committee and will be interviewed. After these 3 phases, **IMPACT** will identify the 20 best talent and scalable business ideas based on **FIWARE** technologies.

Applicants with the most innovative and high-growth ventures will receive an average of 100.000 euros per project articulated as 50.000 € in funding and 10.000€ in services to be implemented through a 6-month specialized mentoring and training program.

This Acceleration Program includes:

- A Welcoming week where an individual Mentoring Plan will be developed for each beneficiary
- A Training program in digital business management
- Mentoring services including a Follow Up Individual Mentor and "On Demand Specialist Mentor Group" during the 6 months
- Support in complementary funding opportunities through "Tailored Funding workshops on European Funding Programs" and "Individual Reports on Funding"
- A Demo Day

About IMPACT

IMPACT is one of the 14 projects supported by the Seventh Framework Programme of the European Union under FP7-IP4-IP4, to contribute to the promotion and early adoption of **FIWARE** technologies, i.e. **FIWARE** generic enablers, specific enablers and/or domain specific platforms, by supporting projects focused on mobile technologies (i.e. mobile apps or business models based on mobility in the communication areas, social, video, media & advertising, design, education, entertainment, e-commerce, peripheral devices, content, connected TV, infrastructure, security, productivity, finance, smart cities and social networks, and the like).

IMPACT is led by **Buonagione**, a world class Global Corporation in the mobile commerce ecosystem, in addition to **ISD**, the world's first "Internet only" business school providing an internet business master's degree integrated with a full start-up support ecosystem, **SEAVE**, a venture capital company led by the business angel investor Afkhow Khalil, and **TecnologizingApp**, a consultancy firm specialized in funding and management of competitions.

About IMPACT Partners

Buonagione, Founded in 1999, Buonagione is known as a world class leader in the m-commerce field for having developed and managed payment and content applications which enhanced consumer

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satisfaction in the use of their mobile devices. In July 2012, after a successful public offering acquisition, it now forms part of NTT DOCOMO, global leader in mobile technologies and communications services.

With direct connection to more than 130 telecommunications operators in 25 countries, more than 10 years' experience and a team of 600 professionals, Buonagione makes the experience in mobile internet a reality. **Pventures** is the accelerator of Buonagione, created a year ago with a current portfolio of 10 startups.

ISD (Instituto Superior para el Desarrollo de Internet), is the first business school specialized in the digital field in Spain and Mexico, created by renowned directors of the main internet companies and known for having the most complete and distinguished training in digital business (MBA, MSc, MBA, InternetAcademy, International Digital Business Seminar at RIE at Harvard, MA).

Its mission is to develop and promote the digital ecosystem through training and advice from professionals, entrepreneurs and companies to accelerate the shift to a new and more competitive and efficient economic model.

Seave Ventures, Seave Ventures is a venture capital fund founded in Madrid in 2013. The firm invests in companies pertaining to the digital sector in its initial stages or growing in Spain & Mexico. The objective of Seave is investing in innovative companies which require capital increase to grow and to convert itself into sector leaders. **Seave** Ventures and **Michael** are its founding partners.

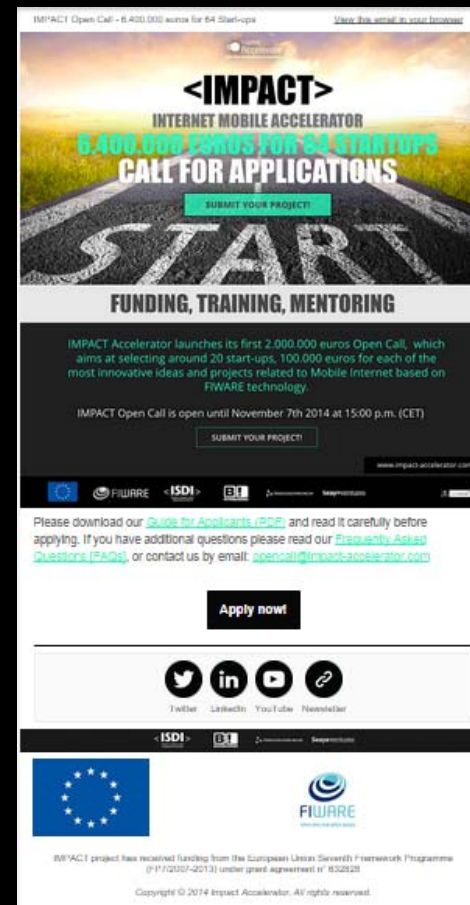
TecnologizingApp, Denon Consulting firm specialized in identifying public funding for the research and development of advanced technology projects and to facilitate potential partners of the start-up as well as research centers so that they can undertake its global expansion. Well-experienced in online management and monitoring of open call public processes.

For more information:

D6.2. – Communication Materials

V. Open Call

2. Mailing



THANKS

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Instituto Superior para
el Desarrollo de Internet

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BUONGIORNO

TEKNOLOGIUDVIKLING.DK

Seayaventures



IMPACT project has received funding from the European Union Seventh Framework Programme (FP7/2007-2013) under grant agreement n° 632828

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