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Abstract:

This document is compiled in the context of the project programme of work in work package 4: Technical & Business support to Use Case Expansion Projects. It describes the plan for mentoring services which will be provided to projects selected and funded by FI-ADOPT. This deliverable includes means of these mentoring services, time schedule as well as tools and materials.

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Executive Summary

FI-ADOPT promotes the upmarket uptake of FI PPP results such as the EU FP7 FI-PPP Core Platform, the FI-WARE technologies and assets to deliver a large number of applications based on innovative technologies and concepts, including networked media, social networking, mobile apps and gamification, in three main application sectors: FI-enabled learning and training; FI-enabled healthy behaviour shaping and FI-enabled social integration. FI-ADOPT is thus creating a technological and business ecosystem, supporting SMEs and web entrepreneurs to develop highly innovative applications in the area of corporate and citizen's learning/training, healthy behaviour shaping and social integration purposes, employing rich media, social networking, and/or mobile apps and gaming principles.

This document is Deliverable D4.2 FI-ADOPT mentoring services which details the plan for these mentoring services and related acceleration services and programs. FI-ADOPT mentoring aims to assist selected SMEs and entrepreneurs to build upon the foundations they have laid, and develop the skills needed across the company to grow. The objective of the mentoring sessions is to help selected companies gain the confidence to make their own decisions and take risks on the basis of a solid business case.

Part of the FI-ADOPT support services relate to FIWARE technical training with the objective to provide direction and vision for the product development teams for FIWARE adoption. This training should further raise the awareness of ICT entrepreneurs of the opportunities that FIWARE offers to developers and software architects who design and implement Future Internet applications.

As regards mentoring, the first component of these services consists of marketing workshops whereby FI-ADOPT partners will use their experience, knowledge and contacts to help entrepreneurs identify the marketing opportunities of the FI-ADOPT applications and better orient their strategies, and identify efficient channels for the penetration of the FI-ADOPT applications.

The core components of the mentoring services are two structured support programs that will be offered through the EAI360 acceleration platform. All funded SMEs will be invited to join these two programs. The Idea Incubation program is a 4-week online program aimed at projects at an early stage which still need to shape their idea and make sure that the time and money invested in this idea will be used efficiently. It helps its participants define their idea in a way which enables them to transform it into a successful business.

Finally, the EAI Acceleration Program which is designed for projects which already possess a working prototype or well defined product will guide participants through a process which will help them refine their product, fit it better to the market, prepare for more significant customer acquisition, and prepare for raising additional funds. Participants would get a personal mentor who, together with them, formulates attainable milestones and goals and guides them in reaching these goals.

The EUN Investment Readiness Programme is the last type of mentoring service provided within FI-ADOPT which has as objective to prepare the selected projects to approach the different sources of financing in order to obtain the resources to grow after the end of FI-ADOPT.

Deliverable 4.2 includes the time schedule of provided mentoring services, the means of delivering these services as well as topics which will be covered within mentoring provided to projects supported through FI-ADOPT. It describes in details technical mentoring related to FI-WARE, marketing workshops, Idea Incubation and acceleration programs which will be offered to the projects in order to improve business aspects of their ventures, and investment readiness program which aims to help entrepreneurs to get private funding after the end of termination of FI-ADOPT funding.

1. Introduction

1.1. The role of mentoring as technical and business support to use case expansion projects

FI-ADOPT mentoring aims to assist selected SMEs and entrepreneurs to build upon the foundations they have laid, and develop the skills needed across the company to grow. From how to secure further investment, to being an active participant in a network of partners and customers across sectors, the FI-ADOPT partners will provide advice on navigating numerous processes which can seem initially overwhelming.

The objective of the FI-ADOPT mentoring sessions is ultimately to help selected companies gain the confidence to make their own decisions and take risks, and at the centre of this is a solid business case. The proposed workshops and programmes intend to help equip the selected projects to develop and refine the products and services step-by-step, to help reduce or eliminate potential issues. Selected projects will gain access to best practice resources, expert advice, webinars and pitching events - which will help them put into practice the knowledge and skills acquired during mentoring.

Mentoring therefore will help selected projects develop the skills to conceptualize strong use cases and value within the FI-ADOPT target audiences and an in-depth knowledge of demographics. Through the mentoring process, selected projects can take advantage of FI-ADOPT partner expertise by trialing and testing out ideas, with a view to making use cases as comprehensive and personalised as possible - and as their businesses grow - how to expand internationally, researching behaviours and trends across sectors in each location.

FI-ADOPT mentoring aims to help equip selected projects with clear understanding on the need to:

- try and test business assumptions whilst simultaneously moving quickly to maximize opportunities
- research public and private sector audiences to gain in-depth knowledge
- be open to, understand, and adapt quickly to challenges products and services might face in a new market

1.2. Technical mentoring on FI-WARE

FI-ADOPT will provide developers a complete plan of FIWARE technical training. The training would provide direction and vision to the product development teams for FIWARE adoption. Responsibilities would include being a point of contact for development product teams for architectural clarification on FIWARE software domains.

Training will be focused around the two big structures offered by FIWARE ecosystem.

FIWARE: First, with comprehensive overview of what FIWARE offers to developers and software architects who design and implement Future Internet applications, plus analyzing plans for implementation of FIWARE technologies in their product; and then, participants will fine-tune their plans for the adoption of FIWARE technologies. Webinar on FIWARE and one on one mentoring online sessions with FIWARE experts will help them to better define which GEs to use for their

product. Participants will also be provided with additional materials relevant to particular GEs and SEs which they are going to apply.

FIWARE-Lab (<http://lab.fi-ware.eu>): a meeting point around which a dynamic innovation ecosystem can be created engaging developers and entrepreneurs. Thus, the experimentation site will be offered which provides Cloud hosting capabilities so FI-ADOPT entrepreneurs can run their experimental applications and test them, and which makes Generic Enablers implementations available for experimentation (specifically, offering global accessible instances provided “as a Service”).

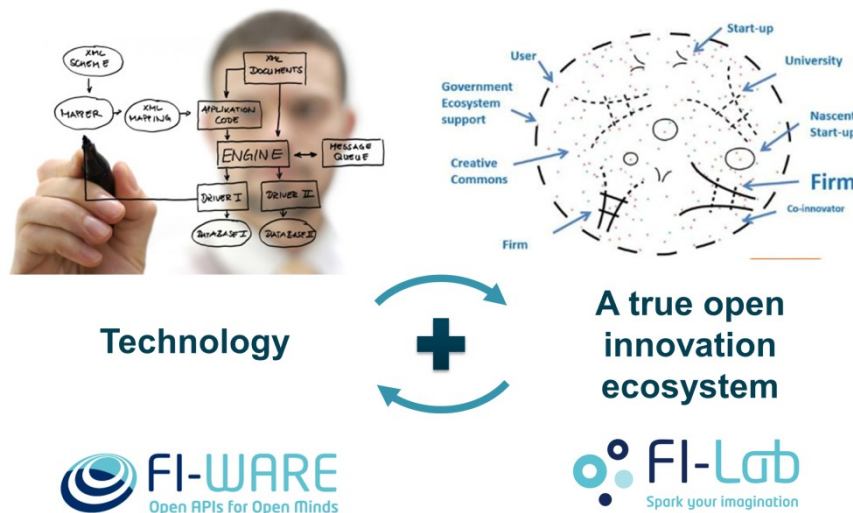


Fig 1: FIWARE offer for developers

The first technical training sessions are intended to capture the attention of developers and software architects by providing a very short and concise summary of what FIWARE brings. The idea is to bring useful information that will help developers to learn how they can use FIWARE in order to incorporate certain functions in their applications. From these sessions a complete understanding of what is FIWARE is expected. Developers should know that the FIWARE platform provides enhanced OpenStack-based cloud hosting capabilities plus a rich library of added-value functions offered “as a Service”, and get a global knowledge on components of the FIWARE platform or Generic Enablers (GEs).

The second part of the technical training will be focused in the particular needs of the FI-ADOPT project developers. For this purpose a two steps mechanism has been defined. First, a FIWARE adoption survey is sent to the projects in order to know which GEs they are going to use and the kind of needs they are requiring for the technical training of FI-ADOPT. Second, participants will fine-tune through on-line tools their plans for the adoption of FIWARE technologies through one on one mentoring online sessions with FIWARE experts (from the FIWARE coaching team) provided by FICORE. Thus, FI-ADOPT training will help them to better define which GEs to use for their product. Participants will also be provided with additional materials relevant to particular GEs and SEs which they are going to apply. From this bilateral FI-ADOPT will decide the creation of additional material regarding the most demanded topics and always with the back-up of the FIWARE coaches.

Additionally, FI-ADOPT will upload the project platform with training material. Some contents regarding different FIWARE technologies will be provided as the following:

- FIWARE overview
- Managing context information at large scale (basic and advanced)
- Fiware Cloud capabilities through FIWARE Lab
- Identity management and access control
- FIWARE and Internet of Things (basic and advanced)
- Enhancing the user experience
- Augmented reality capabilities of FIWARE
- Real-time media stream processing in FIWARE (basic and advanced)
- Context information processing and analysis
- Data&Applications visualization and mashup
- FIWARE store and marketplace for monetizing
- Big Data Analysis
- Technical training labs from FIWARE team

2. Mentoring services in FI-ADOPT

2.1. Marketing workshops

FI-ADOPT partners (primarily, EAI, EUN but also EMC2, PLAYGEN) are very well-aware of the marketing needs of SMEs and Web entrepreneurs and have contacts with marketing people and bodies. The consortium of FI-ADOPT will support the marketing activities of entrepreneurs which are funded by FI-ADOPT through workshops and webinars, as well as within its acceleration programs.

FI-ADOPT partners will use their experience, knowledge and contacts to organize marketing workshops for entrepreneurs. These workshops will be held in parallel to the Acceleration Program provided by EAI as their structure and goals are synergic with the following main objectives of FI-ADOPT marketing workshops:

- 1) Identify the market opportunities of the FI - ADOPT applications and better orient their strategies,
- 2) Identify efficient channels for the penetration of the FI-ADOPT applications.

These workshops will leverage networks of mentors of FI-ADOPT partners and will be useful supplements to the EAI Acceleration program provided to entrepreneurs. The first workshop which is focused on achieving the first of the above objectives will take place during the initial stage of Acceleration program where entrepreneurs taking part in FI-ADOPT will work on evaluating the potential of their product and researching their markets. This workshop will be held as an online event and will be aligned with the second and third week of Acceleration program. Participants of this workshop will learn how to assess their product and identify market opportunities by testing their product and running experiments. A second workshop, aiming at the second objective will be held in conjunction with a later phase of the Acceleration program of EAI - a part that is devoted to customer acquisition. The Acceleration program is described in more details in chapter 2.3 of this document. Unlike the first workshop, the second one will be organized as an onsite, physical event together with a major investment event organized by EUN.

2.2. Idea Incubation program

The Idea Incubation program is a 4-week online program provided by EAI aimed at projects at an early stage which still need to shape their idea and make sure that the time and money invested in this idea will be used efficiently. It helps its participants define their idea in a way which enables them to transform it into a successful business. The program will enable participating FI-ADOPT entrepreneurs to better formulate their idea and business model, assess the business potential of their idea by validating initial assumptions, and redefine their plans with FIWARE. They will get initial insights into the value of the right user interface design and how to start designing the right UX (User Experience) at a very early stage. The program is provided in a combination of online tools and online mentoring via webinars.

In EAI's Idea Incubation program, participating entrepreneurs will get:

- Weekly Webinars
- Feedback from other participants
- Feedback and advice from EAI Team
- Tools and assignments to get started

The tools mentioned above are used in an organized and structured way taking participants through different topics, weekly webinars, tasks, and use of tools – all connected throughout the program and aligned with its topics and curriculum. The main weekly topics during the four weeks of this program are:

1. Introduction Week: Your Product, Your Customers, Your Plan with FIWARE
2. FIWARE Week: Get the best out of working with FIWARE
3. Methods & Models Week: Canvas, Lean Startup – the methods and models to help you reach the market
4. Design and Conclusions Week: the right User Experience (UX), and your next steps

EAI will run two Idea Incubation programs for FI-ADOPT projects in May 2015 and July 2015. Below is a more detailed description of each week.

1. Introduction Week: Your Product, Your Customers, Your Plan with FIWARE

The Idea Incubation program starts with the Kick-off meeting which serves as introduction of the program to inform selected teams about the structure, content and events which are part of the curriculum. Participants will start working in the first week on formulating fundamental aspects of their business, specifically definition of their customer segments and description of the product and also plans for implementation of FIWARE technologies in their product.

The meetings during this week will be moderated and lead by a leading mentor from EAI.

2. FIWARE Week: Get the best out of working with FIWARE

The second week is devoted to getting better understanding of FIWARE in order to fully leverage its potential for projects supported through FI-ADOPT project. Participants will fine-tune this week their plans for the adoption of FIWARE technologies. Webinar on FIWARE and one on one mentoring online sessions with FIWARE experts, will help them to better define which GEs and SEs to use for their product. Participants will also be provided with additional materials relevant to particular GEs and SEs which they are going to apply.

3. Methods & Models Week: Canvas, Lean Startup – the methods and models to help you reach the market

The third week will introduce participants the tested methodologies and models for validating and going to market. Teams will this week learn about the Canvas model, this business model is a visual chart with elements describing your value proposition, infrastructure, customers, and finances. It is a strategic management and entrepreneurial tool, allowing you to describe, design, challenge, invent, and pivot your business model. Participants will also learn how to reduce the market risks, and eliminate the need for large amounts of initial funding, with lean Startup Methodology. Lean methodology is providing a scientific approach to creating and managing startups, focusing in getting a desired product to the market faster. Participants will be invited to submit their business models for review by expert mentors.

4. The Design and Conclusions Week: the right User Experience (UX), and your next steps

It is crucial to adjust prototype or product to the customers by applying UX methodologies. Checking the user experience (UX) involves a person's behaviours, attitudes, and emotions about using your product. It includes a person's perceptions of system aspects such as utility, ease of use and efficiency. This week's lecture will introduce to participants proven methodologies and recommended tools to build the right user experience. It will be provided by an expert UX mentor. Participants will be also asked to prepare in written outline of their next steps. They will have the opportunity to discuss their next steps with other participants within an online Peer to Peer discussion moderated by an expert mentor from EAI.

2.3. Acceleration program

The EAI Acceleration Program is designed for projects which already possess a working prototype or well defined product definitions. Most FI-ADOPT projects can benefit from this program in the second half of their participation in FI-ADOPT. During these twelve weeks, participants will go through a structured program which will refine their product, fit it better to the market, prepare for more significant customer acquisition, and prepare for raising additional funds. Participants get a personal mentor who, together with them, formulates attainable milestones and goals and guides them in reaching these goals. In addition, during the program, the participants will enjoy a variety of related services, including, but not limited to:

- Weekly webinars on a variety of topics from marketing methodologies, through designing the right user experience, to preparation for investor pitching
- Access to a set of mentors specializing in specific areas – from product, to marketing, to design and UX. These mentors come from various countries.
- Periodic demo online and feedback sessions with other mentors and with other participants in the acceleration program.
- Investor readiness seminars
- Introductions to investors
- Final demo day aimed at professionals and potential private investors

Program highlights:

- Create Product-market fit following Lean Startup Methodology and Validate it
- Develop Go-To-Market strategy and learn how to reach your customers
- Learn the art of fund-raising

Each participant is provided tremendous resources and support to grow quickly, test the market quickly, and become viable. When starting a business, there are many ways to get distracted but participants of this program will be guided in structured way. The program is designed to introduce high impact business concepts through an intense curriculum led by successful mentor entrepreneurs. These mentors will walk side by side with the startup team throughout the 12 week program to keep them focused on the critical elements needed to grow their business. At the end of the program, the startups know what is needed to take the next step and are introduced to

possible capital sources to help them grow. This preparation will be a good base for investment readiness program organized by EUN towards the last third of the program.

The tools of 12 week acceleration program are organized in structured way so different topics of the program and weekly webinars, tasks, tools and other parts of the program are aligned with the curriculum of the program.

The Acceleration Program provided to FI-ADOPT projects is divided into three main Parts:

- **Part I – Intro & Product Market Fit**

Introduction to the program and re-visit the notion of Product Market Fit based on Lean Startup

- **Part II – Marketing & Selling**

Elements of Marketing and Selling – techniques, tips, how to best acquire customers and keep them, how to tell your story, building a brand.

- **Part III – Fundraising**

Options for funds. How to prepare for fundraising. Meeting investors.

Here is the breakdown per week:

Part I – Intro & Product Market Fit

- **Week 1: Re-examining your Customers Vs. Your Value Proposition**

Teams will start this week checking their Product Market Fit (PMF). They will re-define the problem that their product is solving and to whom this product is intended for (the customers). They will define customer segment(s) and what is their value proposition to each one of them. A value proposition is a comparison of the benefits offered by your product to its customers, relative to the alternatives of other solutions.

To avoid having a large gap between the value proposition and the perceived customer value, it is important to know customers, their behaviour and the way they think. To capture different types of potential customers, participants will create Personas of their customers and pair them with specific value propositions.

It is during this week that the entrepreneurs will be connected with a mentor that will help them and guide them throughout the program.

Mentoring that is part of this Acceleration program will be provided mostly online. Online mentoring and the international mentors club allow funded projects to get mentoring from mentors located in other countries. This aspect of online acceleration gives entrepreneurs better chance to match with a mentor whose expertise is the right fit for their needs. Connecting to mentors from abroad also facilitates entering foreign markets. The mentoring shall be provided by the partners where fit, or by EAs mentor's club of professional mentors. Participants of acceleration program will have beyond mentors who will guide them through the program also access to a set of mentors specializing in specific areas – from product, to marketing, to IP, to design and UX. FI-ADOPT Team will identify needs of funded SMEs and pair them accordingly with these mentors which will provide them 1 on 1 mentoring to consult specific topics related to their expertise.

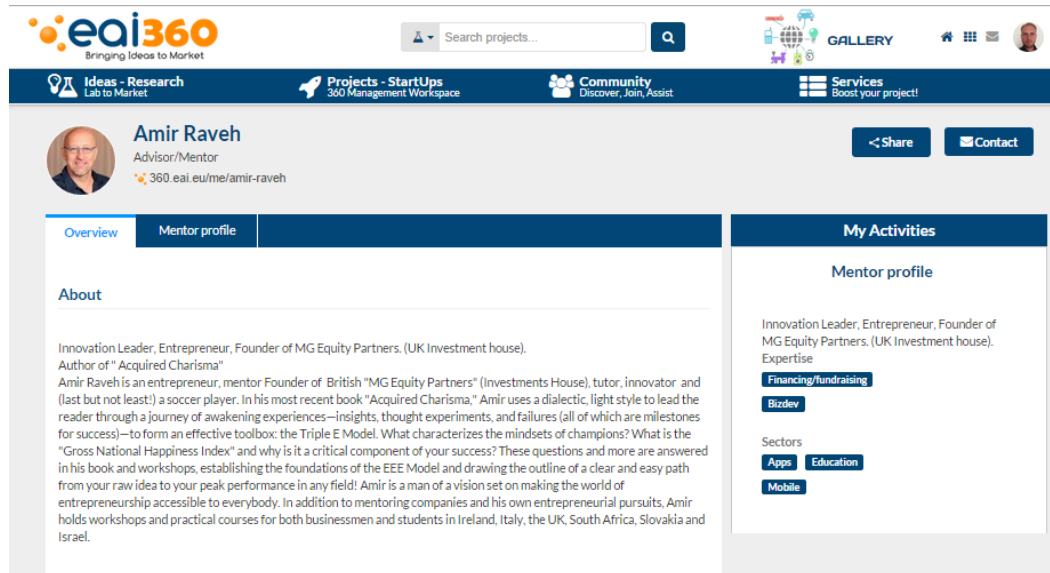


Fig 2 : Mentor profile on EAI360

- Week 2-3: Plan & Execute a new validation cycle

In the second week the teams will summarize their previous experience with validations and discuss this within the online Marketing workshop together with other entrepreneurs and experts on validation. They will then prepare a new plan to validate the assumptions related to their product, customers, and value proposition.

They will design a controlled testing program to gather feedback. It can include a method or a combination of methods, such as survey, landing page, focus groups, and analytics, as well as defining what type of information you are looking for. The importance of validation is that it gives you feedback on your Minimum Viable Product (MVP) and direction for further development. Teams will prepare their plan for next validation with assistance of seasoned mentor and have two weeks for execution.

- Week 4: How to improve your customer acquisition – the right UX? New approaches

Participants of Idea Incubation Program have already got basic insights about building the right user experience and basic user flow and mock-ups for future product. The Acceleration Program will follow up on this topic and add new approaches which aim to optimize the UX of participating teams in order to increase their conversion rates and satisfaction of their users. Teams which will participate only in the Acceleration program (not participating in Idea Incubation Program) will get basic insights about user experience from Idea Incubation program in the beginning of this week.

- Week 5: Revenue streams & Pricing

Entrepreneurs have to know how their venture will create and deliver value, but they have to know also how to capture and monetize this value. There are different models of monetization through different revenue streams compatible to different types of businesses. Participants will learn this week which revenue streams to select to secure sustainable income and how to set prices for these revenue streams. They will also explore the possibility of using FIWARE network as additional revenue stream.

Part II – Marketing & Selling

- Week 6: Go to market strategy

Teams will learn in the sixth week how to develop a go to market strategy that will focus all efforts on successful launch of the product. They will learn how to define sales goals (specific and measurable), outline a sales plan translating your strategy into actionable tactics, constrained with deadlines. They will also get insights about channels they should use, how to define the right partner for their venture and how to create sustainable partnership.

- Week 7: Online marketing – Public relations activities & Social networks

This week will be devoted to online marketing, the value of PR and how to handle social network to your advantage. Teams will write the first press release describing the venture. A PR expert will help them get the press release right.

Participants will also learn how to stretch the marketing budget, and make sure every Euro spent will make the best return on investment (ROI). Using social media networks, bloggers, optimizing website traffic, and more. The objective is targeting marketing efforts right to generate new leads and increase conversions efficiently.

- Week 8: Online marketing - Growth hacks with low budget.

Tips and tricks for online marketing on low budget.

Week number eight will be smooth follow-up of the previous week. Participants will be introduced to growth hacks, tips and tricks for online marketing, which will help them to acquire new customers with low budget. Teams will get familiar with actual techniques of low budget marketing and will hear about examples which will show them on specific cases how to use such tips and tricks.

- Week 9: Storytelling, Effective communication & Presentation skills (Work with Mentor)

How to effectively tell your story. Teams will learn from experts on how to best do it and work with a mentor to fine-tune their storytelling skills. Participants will learn this week how to enrol people to the idea, and get the desired "yes" from clients, partners, and even investors. Participating projects will learn how to utilize Effective Communication & Storytelling to inspire and connect. Stories can be powerful business tools, and successful leaders use them to engage their teams. Selected projects will get the opportunity to present their story in 3 minutes at online Peer to Peer session and receive feedback also from peers.

Part III – Fundraising

This part is devoted to preparing for fundraising. EAI will co-operate on this part together with EUN

- Week 10: Funding Opportunities – Public, Private, Crowd

Participants will map out different possible funding options that are available – from public to private to crowd funding.

- Week 11: The art of fundraising

This week you will help projects to prepare the elevator pitch, a short (about 30 seconds), persuasive speech that will spark interest in what their venture do. The longer version of an elevator pitch is the Slide Deck, a series of compelling slides designed to help to raise money with a potential investor. Teams will also learn how to prepare overall Executive summary. They will also work on writing their business plan as an important tool to get an investment. These preparations which are part of the Acceleration program will be covered within Investment readiness program provided by EUN.

- Week 12: Meeting Investors

This is the last week of the program, with all efforts directed at Demo Day, where projects will meet investors from different countries. Final preparations for the Demo Day, rehearsals and final presentations in front of investors will take place this week.

During Fi-ADOPT there will be two Idea Incubation Programs and one Acceleration program. All projects will be invited to join these programs and a total of 12-15 overall projects will be offered the opportunity to participate for free in one or more of these programs (4-5 in each call) on the basis of a selection from amongst the applicants. The rest of the Fi-Adopt projects will be offered the participation at a 50% discount off the regular program price (95€ - Idea Incubation Program, 220€ - Acceleration Program), mainly collected as a seriousness fee.

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Overview | **Discussions** | **Tasks**

About Week 8 - Go-to-Market, Biz Model and Executive Summary

This week you will complete analyzing the validation results and plans for further validations, with a of session with your peers and mentors. You will decide what changes are necessary to your product, what will your MVP look like, and what features will be at this early stage. You will also look at requested adjustment to your model, your customer base, and or your value proposition.

Implement what you have learned and create your own Canvas. Besides our webinar, we recommend you also to watch Ash Maurya video about designig your canvas <http://www.youtube.com/watch?v=7o8uYdUaFR4&hd=1>

This model will help you in creating your own Go-to-Market strategy. Creating a spot-on strategy is not an easy task, especially for a novice entrepreneur, so to help you design a strategy that will work for you, you will each have Individual mentoring sessions with our top mentors.

Tasks:

1. Watch the video about Canvas
2. Upload Your Business Model Canvas
3. Upload Your Go To Market Strategy
4. Upload results of your Validations - by Wednesday July 2 before the session about Conclusions of Validations

Important Dates:

1. on - 1 on 1 mentoring session Time: TBD between mentors and ventures
2. on Jul 02 at 16:30 - Webinar - New Marketing & Low Budget Marketing
3. on Jul 02 at 17:30 - Mentors and Peers session - Conclusion of Validations

Go to week: 1 2 3 4 5 6 7 **8** 9 10 11 12 13 14 15

Fig 3 : Acceleration Program in EAI360 Dashboard

2.4. Investment Readiness Program

The Investment Readiness Programme (IRP) has as objective to prepare the selected projects to approach the different sources of financing in order to obtain the resources to grow. It coaches entrepreneurs on how to approach business angels, venture capital investors or investors on crowdfunding platforms. The IRPs are programmes that will be deployed to advise entrepreneurs on how to fine-tune their pitch and value proposition and to provide a framework in which to consult experts and more seasoned entrepreneurs that also offer advice on how to successfully approach investors. We will enlist the help of experts that have been through this process before, either on the entrepreneur or the consultant side, for them to coach the emerging projects.

The format will be of a 1 day intensive academy in which entrepreneurs are coached in the following subjects:

1. Deployment and rollout plans. In this section, discussions and trainings will focus on the deployment and roll out plans of the venture. The aim is to clearly define the preferred outcome of the company or technology development. In this section, issues such as the Intellectual Property Rights and the Know-How of the product should also be discussed.
2. Definition of the Business Model. Questions such as the following will be raised and discussed: is the business model you favor a normal marketing concept or more based on licensing and royalties, franchising, etc.? Which legal incorporation will be the most appropriate for the type of business you are launching? How would you prefer to split responsibilities (leadership), investments and shares (paid-in or in kind) between you and your business partners?
3. Establishing the type of funding that will be the most appropriate and suitable for the business plan. In this section entrepreneurs will be trained on:
 - How to create a profile of the characteristics of their business with regard to their business area, potential customer base and staff as well as the anticipated investment horizon.
 - Collecting information on available funding schemes (subsidized loan programs, equity, debt, quasi-equity, other).
 - Considering what type of investors would be the most appropriate for their business:
 - Venture capital
 - Corporate venture capital funds of large conglomerates
 - Banks, “green” and other specialized loan funds
 - Public or semi-public organization such as national or regional funds
 - Business angels, family, friends
 - Factoring and invoice discounting, leasing
 - Crowdfunding
4. Making a decision with regard to the preferred investor type and learning how to approach them. According to their choice the approach will have to vary significantly. The IRP will help entrepreneurs understand what the appropriate requirements are in approaching specific type of investors.

Before approaching investors, the entrepreneur should be clear on the value proposition of his venture. For this reason, the following items should be fine-tuned and clear:

- Values

- Vision
- Mission
- Goals
- Strategies
- Targets and Objectives
- Performance Indicators

The basis of every presentation of a business to professional investors must be an objective and structured business plan. The business plan is not the only document to be given to investors, but every other presentation must convey its key issues, too. After creating the business plan, the entrepreneur will need an executive summary, a presentation (power point etc.) and a verbal 'elevator pitch' – short and poignant enough to interest a potential investor in the business during a ride in an elevator. These will be the subject of a special focus throughout the programme and the outcome with which the IRP will leave the entrepreneur before he ventures into the fundraising process.

3. Time schedule of mentoring services

Projects selected in the first call of FI-ADOPT project will get first mentoring support in March 2015 when they will have option to sign up for Idea Incubation program and also to get education and mentoring related to the architecture of their application and adoption of FIWARE. Projects accepted for the second and the third call will also have this opportunity shortly after they join FI-ADOPT. Acceleration program will be run at the same time for projects from all three calls, specifically from September to December 2015. Two marketing workshops and one first investment readiness program will be integrated in this acceleration program. Two more investment readiness programs will be organized in 2016 to help projects to find investment for further continuation after the end of FI-ADOPT project. You can see basic time-schedule of mentoring services in the following table.

Date	Mentoring Service (call)	Partners
May 2015	FI-WARE webinars and workshops (call 1&2)	Atos & UPM
May 2015	Idea Incubation Program (call 1&2)	EAI
July 2015	FI-WARE webinars and workshops (call 3)	Atos & UPM
July 2015	Idea Incubation Program (call 3)	EAI
Sept 2015 – Dec 2015	Acceleration program (call 1,2,3)	EAI
Oct 2015	Marketing workshop I. (call 1,2,3)	EAI & Playgen
Nov 2015	Marketing workshop II. (call 1,2,3)	EUN
Nov 2015	Investment readiness program I. (call 1,2,3)	EUN
Feb 2016	Investment readiness program II. (call 1,2,3)	EUN
April 2016	Investment readiness program III. (call 1,2,3)	EUN

Table 1 : Timeschedule of mentoring services

4. The FI-ADOPT platform for mentoring services

EAI360 which is used for hosting mentoring services provided via FI-ADOPT is a community powered virtual platform designed to drive innovation into successful businesses. It offers world class online, global acceleration programs from idea level, all the way to products, as well as tools and know-how for raising funds. In addition, we have partnered with local incubators and developed special hybrids programs.

The EAI360 virtual acceleration platform is an online platform specifically designed to create an environment where start-ups and Web entrepreneurs can receive all the assistance needed to take their ideas from an initial stage to market adaptation and business success, including raising funds. The platform brings together a variety of automated and semi-automated tools, structured programs and community-based services.

It offers entrepreneurs a custom-made workspace for managing projects and teams, along with variety of boosting services. An opportunity to get feedback from peers and professionals, share and discuss ideas and technologies, build teams, and options to raise funds and monetize.

FI-ADOPT partner EAI will lead providing mentoring services through the EAI360 platform. EAI360 has its already existing Mentoring club that is a combination of:

- Specialized expertise mentors which will provide mentoring just for specific domain.
- High calibre international experts with experience of managing high tech companies which will provide throughout the program mentoring for different aspects of running a company.

Participating FI-ADOPT projects will not get via eai360 platform the access only to mentoring services provided by EAI, but also to technical mentoring offered by UPM and ATOS, as well access to other marketing and funding oriented mentors who are from networks of Playgen and EUN.

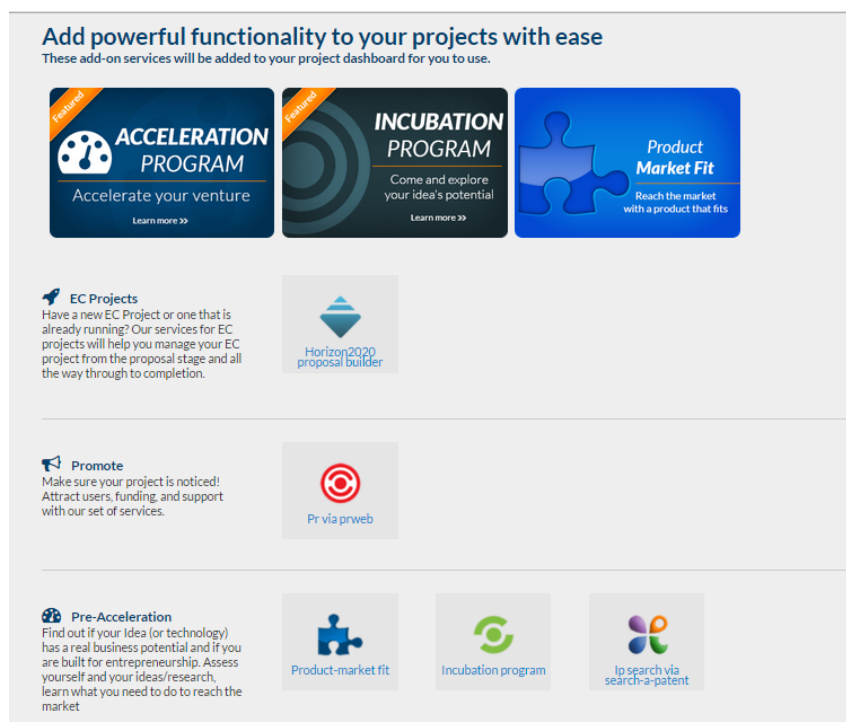


Fig 4 : EAI360 Services page

All participants of the program will receive free access to an initial set of services as complimentary by being part of the program. These include, but are not limited to the online virtual programs, webinars and workshops. The mentoring services of the FI-ADOPT program will be on the platform supplemented also by other tools like IP assessment tool (helping to understand whether the SME/WE has technology that can and should be patented) or Product market fit tool (to make sure that there is a fit between needs of customers and provided solutions). All these tools and services are accessible from EAI360 Services page which you can see in Figure 4 and provided for free (except of seriousness fee for online programs provided by EAI, explained on page 15). The platform also lists other services provided by companies which are not part of the FI-ADOPT consortium and these are charged according to pricing plans of particular service provider. Technical descriptions of the platform with user flow and more details related to the platform are included in the deliverable D2.2 FI-ADOPT platform.