

## FI-ADOPT



---

Deliverable D5.4

### ***D5.4- Applications Demonstration Activities***

---

**Author(s):** Zuzana Cerna (EAI) with contributions from all partners

**Status -Version:** V1.0

**Delivery Date (DOW):** 30 June 2016

**Actual Delivery Date:** 11 May 2016

**Distribution - Confidentiality:** Public

**Code:** FI-ADOPT\_D5 4\_ATOS\_20160511.docx

#### **Abstract:**

This document is compiled in the context of the project programme of work in work package 5: Dissemination and Public Outreach Activities. It describes the FI-ADOPT overall dissemination strategy including project activities already implemented in the context of Open Call dissemination efforts.

## Disclaimer

This document contains material, which is the copyright of certain FI-ADOPT contractors, and may not be reproduced or copied without permission. All FI-ADOPT consortium partners have agreed to the full publication of this document. The commercial use of any information contained in this document may require a license from the proprietor of that information.

The FI-ADOPT Consortium consists of the following companies:

No	Participant name	Participant short name	Country	Country
1	INTRASOFT International SA	ISOFT	Co-ordinator	Belgium
2	INTRASOFT International SA	ISOFT-LU	Contractor	Luxemburg
3	European Centre of Excellence In Media Computing And Communication Ltd	EMC2	Contractor	UK
4	ATOS SPAIN SA	ATOS	Contractor	Spain
5	Universidad Politecnica De Madrid	UPM	Contractor	Spain
6	Synelixis Solutions Ltd	SYN	Contractor	Greece
7	European Alliance For Innovation	EAI	Contractor	Belgium
8	EUROPE UNLIMITED S.A.	EU	Contractor	Belgium
9	PlayGen Ltd	PLAYGEN	Contractor	UK

The information in this document is provided “as is” and no guarantee or warranty is given that the information is fit for any particular purpose. The user thereof uses the information at his or her sole risk and liability.

## Document Revision History

Date	Issue	Author/Editor/Contributor	Summary of main changes
27/04/2016	V0.1	Zuzana Cerna (EAI)	Draft Outline; Sections 1, parts of Sections 2 and 3
05/05/2016	V0.2	Zuzana Cerna (EAI)	Update sec 2
08/05/2016	V0.3	Josep Martrat (ATOS)	Update sec 5
12/05/2016	V1.0	Josep Martrat (ATOS) and Th. Zahariadis (Synelixis)	Section 3.2 and review

## Table of contents

<b>Disclaimer .....</b>	<b>2</b>
<b>Document Revision History .....</b>	<b>3</b>
<b>Executive Summary .....</b>	<b>5</b>
<b>1. Introduction .....</b>	<b>6</b>
<b>2. FI-ADOPT demonstration and promotion activities through the EAI360 platform .....</b>	<b>8</b>
<b>3. Showcasing FI-ADOPT use case expansion applications at prominent international events.....</b>	<b>11</b>
<i>3.1. EAI Innovation Summits .....</i>	<i>11</i>
<i>3.2. Benelux Venture Forum (BVF) Event .....</i>	<i>12</i>
<b>4. Promotion of FI-ADOPT use case expansion applications online .....</b>	<b>15</b>
<b>5. Liaising with other FIWARE partners.....</b>	<b>15</b>

## Executive Summary

The FI-ADOPT (Future Internet Core Platform Adoption and Sustainability Enabler) is one of the A16 accelerator projects that promotes the use and adoption of the EU FP7 Future Internet-Public Private Partnership<sup>1</sup> (FI-PPP) Core Platform, the FIWARE technologies and assets.

FI-ADOPT promotes the market uptake of FIWARE 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 therefore is 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 the Deliverable D5.4 – Applications Demonstration Activities and is structured as follows.

Section 2 describes the demonstration and promotion activities through the EAI360 platform

Section 3 covers major events in which the FI-Adopt projects have been showcased, including innovation summits and the final project event at Benelux Venture Forum (BVF).

Section 4 provides an overview of the promotion of FI-ADOPT use cases in on-line platforms

Finally section 5 addresses the connection to FIWARE partners and the future foundation establishment.

---

<sup>1</sup> <http://www.fi-ppp.eu/>

# 1. Introduction

The FI-ADOPT (Future Internet Core Platform Adoption and Sustainability Enabler) is one of the A16 accelerator projects that promotes the use and adoption of the EU FP7 Future Internet-Public Private Partnership<sup>2</sup> (FI-PPP) Core Platform, the FIWARE technologies and assets.

The FI-ADOPT project provides financial, technological and business/market uptake support to European SMEs and web entrepreneurs to develop highly innovative applications based on the FI-PPP Core Platform. FI-ADOPT accelerates Future Internet technology in Europe through a set of concrete steps:

- **Launching and executing three open calls** for selecting innovative projects in the application areas of:
  - **corporate and citizen's learning** (on different subjects and levels) and training (including technical training and crisis management, serious games)
  - **improving health and well-being** (through healthy behaviour shaping and promotion)
  - **social and cultural integration** focusing on immigrants and other minorities.

The scale of adoption of the FI-PPP results, including FIWARE usability, Generic Enablers (GEs), Domain Specific Enablers (DSEs) and testing infrastructures, were included as evaluation criteria. Besides FI-WARE technology, applications are expected to employ rich media, social networking, and/or mobile apps, gamification, context-awareness, location-awareness, data mining etc.

- **Organizing training events** (offline and online) regarding the results of the FI-PPP, creating the framework for exchanging experience, and suggesting solutions. Besides the FI-ADOPT web site and social media, FI-ADOPT supports a specific platform (<http://www.f6s.com/fiware-fiadopt>) to enable **knowledge transfer** between FI-PPP partners/projects and web entrepreneurs and among web entrepreneurs to ensure permeation of FI technologies and establishment of sustainable technical support.
- **Assisting the selected projects in improving their business** prospects, value proposition and funding access opportunities by organising access to acceleration programs, Go-to-market webinars, **Investor Readiness webinars, and Investment Readiness Programmes (IRP)**; and by supporting and inviting them to participate to relevant Venture Capitals Events.
- **Setting up the "FI-ADOPT innovation family"**, which will include international and national/regional policy making bodies, user groups, innovation accelerators, investors, small and big ICT players and FI-PPP stakeholders, who will shape the Future Internet application landscape and align their contribution to their common benefits.

Supported by the European Union, the FI-ADOPT project has given to SMEs and web entrepreneurs access to a total grant of 4.240.000 EUROS. The overall financial contribution for each selected project is between 50.000 and 150.000 EUROS. Available funding has been allocated to projects via 3 open calls. In the 1<sup>st</sup> Open Call 13 projects have been selected and 1.699.578€ have been allocated in

---

<sup>2</sup> <http://www.fi-ppp.eu/>

#### D5.4- Applications Demonstration Activities

---

the 2<sup>nd</sup> Open Call 12 projects have been selected and 1.602.400€ have been allocated and in the 3<sup>rd</sup> Open Call 7 projects have been selected and a total of 938.022€ have been allocated.

This deliverable presents an overview of the dissemination actions and demonstration activities of the selected FI-Adopt projects at key innovation events.

## 2. FI-ADOPT demonstration and promotion activities through the EAI360 platform

The EAI360 virtual acceleration platform is an online platform specifically designed to create an environment where FI-ADOPT projects receive all the assistance needed to take their ideas from an initial stage to market adaptation and business success. The platform brings together a variety of automated and semi-automated tools, structured programs and community-based services. FI-ADOPT partner EAI led the provision of mentoring services through the EAI360 platform.

Participating FI-ADOPT projects get via EAI360 platform the access to mentoring services provided by EAI, and 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.

To perform its functions, the EAI360 reaches out to EAI's unique eco-system and community. EAI members include some of the largest companies in the world, government organizations, educational institutions, supported by its Strategic Forum and Board of world leaders that chart its strategic directions. With over two hundred institutional members reaching out to millions of their constituents.

Through its large community reach and semi-automated business logic, the EAI360 constantly connects the entrepreneur or researcher with a global crowd providing them with feedback, validation, information and assistance.

The all year round promotion of FI-ADOPT funded projects through the EAI360 platform was executed via specifically designed project profiles and networking/match-making support. All FI-ADOPT funded projects have created their own project profile and those project profiles were hosted on the EAI360 platform. Project profile aims to promote a specific project and get connected with other members of EAI360.

Project profile has several fields and tabs which enable project owners to inform visitors of the project profile about their services and team working on the project. Each project profile allows its owner to include in their profile:

- Project name
- Project type (Startup, SME, Research project, etc.)
- Project stage (Idea/Concept, Prototype, Have a Product, Have customers)
- Logo
- Elevator pitch (short description of the project)
- Founded – Month & Year
- Website
- Location
- Description – more detailed description of the entire project, mostly focused on the offered product
- Video description
- Markets – e.g. ehealth, education, social integration
- Fundraising – amounts of previous fundraising rounds and currently raising one
- Images – e.g. screenshots of offered product

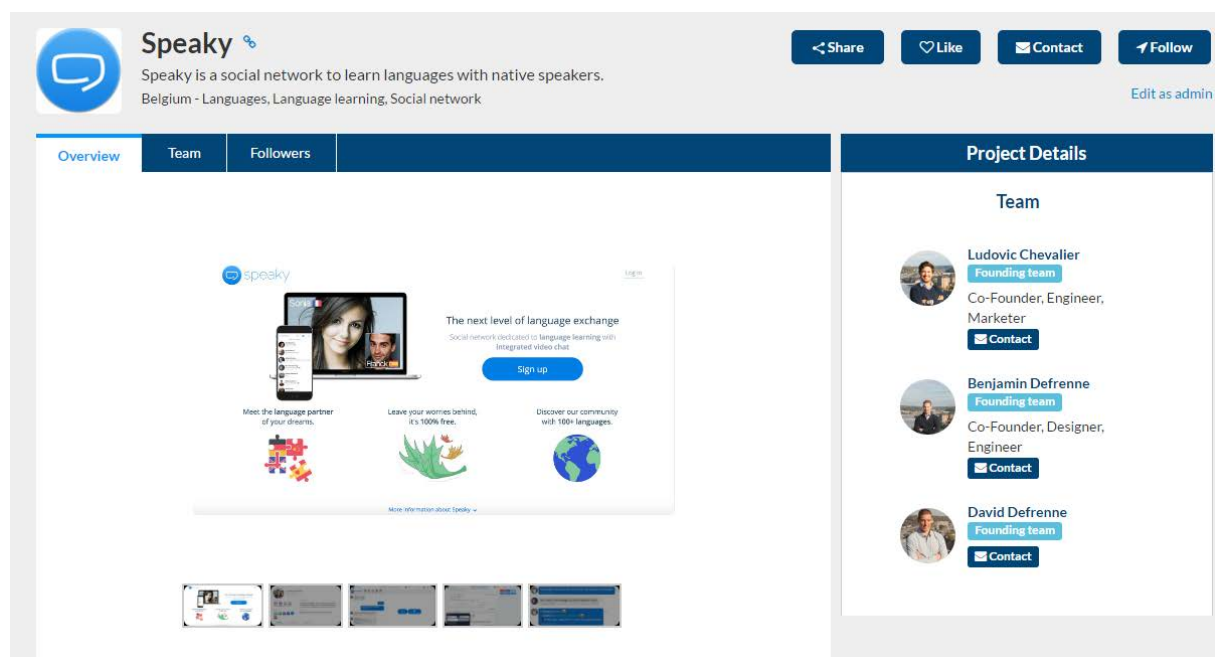
## D5.4- Applications Demonstration Activities

- Team members – profile includes avatars and names of team members. Users can click on any team member and visit also his personal user profile. Visitors can also contact team members
- Documents – members of a project can also upload documents (e.g. slide deck, one-pager, financial forecasts etc.) and make these documents private but also public so any visitor of their profile can access for example their pitch deck right through their profile

Each project profile has also several social networking features:

- Share project profile – via Facebook, Twitter, Google+, LinkedIn, Stumble Upon
- Like project profile
- Contact team of particular project
- Following

The picture below illustrates an example of a project profile of FI-ADOPT funded project from interface of regular visitor of a profile.



**Figure 1: Exemplary FI-Adopt funded sub-project**

Visitors of EAI360 project profiles of FI-ADOPT funded projects come mostly from two main channels. The first channel is the FI-ADOPT project website which has a [section](#) devoted to the presentation and promotion of funded projects. This section of FI-ADOPT website is basically a visualized list of all funded projects where just a logo and name are displayed per each project. Visitors can get afterwards more information about each project and also an option to contact the team members by clicking on a name or a logo of a particular project in this list what actually redirects them immediately from the FI-ADOPT website to the project profile of this project on the EAI360 platform. So visitors of the FI-ADOPT project website see the list of FI-ADOPT funded projects in the subsection of the FI-ADOPT project website and they are redirected simply in one step to get more detailed EAI360 profiles which promote the services offered by the project.

Another channel of visitors for EAI360 project profiles of FI-ADOPT funded projects is the EAI360 platform itself. This platform hosts a broad community of hundreds of entrepreneurs, mentors, researchers and investors who can find and browse EAI360 projects profiles of FI-ADOPT funded projects. The community section of this platform enables its users to browse different types of

#### D5.4- Applications Demonstration Activities

---

subjects/entities like projects, people, events and there is also an option to filter such search requests. Even between projects, there is a simple filter option to select FI-ADOPT projects only; afterwards it displays a list of all FI-ADOPT funded projects with logos, names and short descriptions and an option to click on that in order to visit the full project profile.

The EAI360 platform also contributes indirectly to the promotion of FI-ADOPT funded projects by acting as a liaison between projects and organizers of events which provides the funded projects with opportunities to promote their activities. In particular, several events were organized via the EAI360 platform in which the funded projects could promote their services.

### 3. Showcasing FI-ADOPT use case expansion applications at prominent international events

#### 3.1. EAI Innovation Summits

The FI-ADOPT project and its achievements were showcased at a series of Innovation Summits organized by EAI: **IoT360Summit**, November 2015, Rome Italy and **SmartCity360**, October 2015, Bratislava, Slovakia.



Figure 2: IoT 360 conference

The IOT360 Innovation Summit, Rome, November 2015 was an unique event which brought 360 degree perspective on IoT related projects and activities, has been used for promotion of some of the FI-ADOPT projects.

The **Innovation Day**, aiming at marking the key stages of the Innovation process: idea evaluation, IP protection and funding opportunities, contained also the **Success Stories session**, where four of the FI-ADOPT project accepted the invitation and presented the way of turning the IOT research into a product, the process of creating own startup:

**TEACH BY APP** – Fabrizio Sillano – presented the platform designed for teacher to easily create and share highly interactive and attractive eLearning contents that can be translated on the go to help foreign children keep up with their schoolmates.

**WLAB/PAGE** – Andrea Vitaletti – described success story of Pervasive Ageing IoT Care project, development of innovative – assisted living technologies for safe and independent aging.

**FOREST112** - Joaquin Fernandez – presented the objective to establish a scientific volunteers citizen network, using new technologies to learn, and supply and visualize pests and forest diseases in Europe data.

**SPEAKY** – David Defrenne – his presentation of a social network to learn languages online.

**SmartCity360 Summit, Bratislava** brought together researchers, industry and government organization; it was the joint event between **Bratislava** and **Toronto**, space for sharing knowledge experience.

FI-ADOPT project has been represented by Rumen Dobrinsky and Nicola Mezzetti, EAI, who had presentation during the Innovation day of the Summit, mentioning and promoting also FI-ADOPT and its applications.



Figure 3: SmartCity 360 event

### 3.2. Benelux Venture Forum (BVF) Event

The final FI-Adopt event has been the Benelux Venture Forum (BVF) event coordinated by Europe Unlimited that took place on 11th-12th May 2016 in Louvain-la-Neuve. The Benelux Venture Forum (BVF) is bringing together promising entrepreneurs, active international and regional investors and corporations seeking investment and partnerships. FI-Adopt project as event sponsor had a complete track where selected 12 companies of the accelerator start-ups were presentec. Concretely the companies that had the opportunity to pitch were:

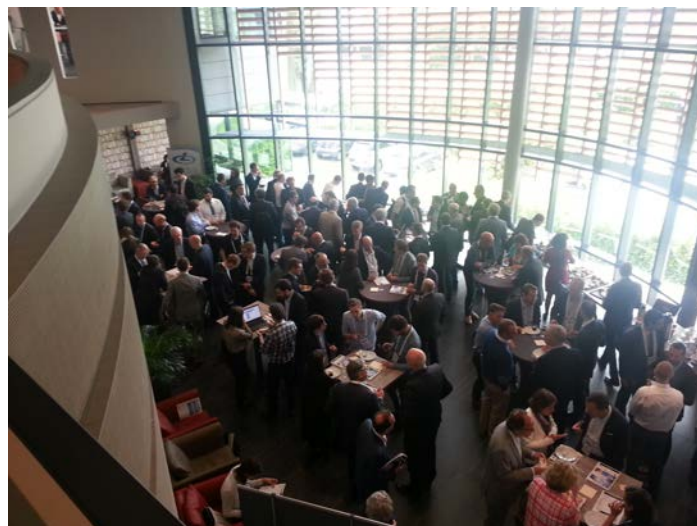
- 1) Parlance
- 2) FI-Mirror
- 3) HealthBail
- 4) HEART
- 5) Legend
- 6) SmartWears
- 7) PAGE
- 8) Speaky
- 9) ROGAMO
- 10) BRAIM
- 11) NOVIQR
- 12) VREMO

The BVF is a consolidated event that plays an important role not only in the Benelux but also in the European innovation scene. It fosters start-ups in the high-tech industry and it promotes Luxembourg, Belgium and the Netherlands as innovative, attractive and interesting countries to do business or to invest in. This is the reason why, the event was carefully selected to guarantee a high impact and show case FIWARE cases.

The event counted with highly respected members of the Selection Committee will give 40 early stage companies the opportunity to present in front of an investor jury composing of relevant key industry players like Venture Capitalist, Corporate investors and Business Angels. This environment was excellent to promote and showcase the FI-Adopt sub-projects of the open call. Applying organisations were assessed on the basis of their business potential, product/technology merit, competitive position, investment or partnering interest. The first day, a coaching and pitching training was provided to the FI-Adopt participants in addition to a general potential overview of the FIWARE technologies.



**Figure 4: BVF introductory speech by W. Stevens (EUN)**



**Figure 5: BVF Networking Session. FI-ADOPT subgrantees also participated to that**



**Figure 6: Pictures of SME pitches at BFV Forum (R. Borre- PMV, V. Hebbelynck-Proximus were among the experts)**

In terms of impact, the Benelux Venture Forum had more than 100 startup applications of which selected 40 startups could pitch to more than 40 investors / Business Angels attending with a global conference attendee number of more than 180 people.

## 4. Promotion of FI-ADOPT use case expansion applications online

EAI has been promoting the FI-ADOPT applications through its blog.eai.eu. In March 2016 EAI published here the information about the success of one of the FI-ADOPT projects - BRAIM, which won phase 1 of the IMAILE project with the innovative AMIGO platform.

EAI did the interview with Antonio Romero, the founder of miLeyenda, one of the 35 companies selected and funded by the FI-ADOPT project which was published in EAI blog in February 2016. (see Annex 1).

"Two FI-ADOPT companies selected for the European Venture Summit 2015" – article was published on EAI blog in December 2015, informing about two Fi-Adopt startups, NOVIQR and MigraineNet, which have been selected to pitch at the European Venture Summit, Europe's foremost networking and investment event.

FI-ADOPT projects have been promoted by EAI in the innovation academy magazine I AM INNOVATOR, where the article about the IoT360° Summit, organized by EAI in October 2015 was published. It described four FI-ADOPT projects (SPEAKY, FOREST 112, Pervasive Ageing IoT Care, Teach by app), which were given the opportunity to display their innovative ideas and share their experience in the Summit.

Fi-ADOPT projects are regularly informed about various FIWARE events or other future internet related events through FI-ADOPT twitter account, <https://twitter.com/FIAdopt>, most used social media channel.

## 5. Liaising with other FIWARE partners

FI-Adopt activities have supported the consolidation of the so-called FIWARE Foundation. The FIWARE Foundation ([www.fiware.org](http://www.fiware.org)) is the legal independent body providing shared resources to help to achieve the FIWARE Mission by promoting, augmenting, protecting, and validating FIWARE technologies and the FIWARE Community as a whole, being the FIWARE Community the entire ecosystem in which adopters, developers and domain stakeholders act in mutual benefit.

Main purposes of the FIWARE Foundation are to empower and coordinate the resources of the FIWARE Community effectively, providing leadership in key areas that are required to fulfill FIWARE's mission including brand management, event management, FIWARE Lab strategy / sustainability, Coordination of augmenting projects (projects that in a showcase manner emphasize on the potentials of FIWARE technologies).

The FIWARE Foundation is open to any organisation sharing the mission of FIWARE, the FIWARE Community governing principles as well as rules and code of conduct, and is willing to support the FIWARE Foundation. Members of the FIWARE Foundation are called to provide resources according to its membership level.

## D5.4- Applications Demonstration Activities

The initial FIWARE Foundation founders, **Atos, Engineering, Orange** and **Telefonica** seek to enlarge support of the FIWARE Foundation with new members who share the same vision and ambition.

The Founders Forum in Vienna on 1 June 2016 will be the event where the FIWARE Foundation is presented in detail to mobilize a materialize a vibrant community of stakeholders. The event – which is by invitation - is the right place to go by those interested to learn and perhaps join. It is expected that large industry joins the foundation and co-invest.

The FIWARE foundation has the objective to promote and develop the FIWARE Community, but also to support the FIWARE Technical Steering Committee in the coordination of all technical activities related to evolution and maintenance of the FIWARE technology.

Thus, the FIWARE Foundation will contribute mainly on 2 aspects:

**a) Coordination activities.** In view of the separation of projects related to FIWARE ecosystem development, FIWARE sustainability and evolution, FIWARE take up by Smart Cities and experimentation/acceleration based on FIWARE adoption, the FIWARE Foundation will be key to synchronize all the activities carried out in related activities in order to increase efficiency, keep coherence and ensure an effective contribution to the development of the different FIWARE programmes (see definition of pillar programmes of FIWARE at <https://www.fiware.org/about-us/>). This will ensure achievement of the highest potential impact.

**b) Press Office activities.** A suitable Communication Strategy is key to develop the FIWARE Community and there is a need for a single voice and coherent messages from all activities toward the external world. Thus, in the context of point a) above, Press Office activities (including Communications and Marketing), coordinated by a single neutral organization such as the FIWARE Foundation, will guarantee such a goal.



The screenshot shows a press release article from the Spanish newspaper 'El Mundo' (EM) dated February 23, 2016. The headline reads: 'Telefónica, Orange, Atos y Engineering crean la Fundación Fiware para apoyar'. The sub-headline is 'FIWARE Foundation: from research to those digital services you will love'. The article mentions that the European Commission welcomes the creation of the FIWARE Foundation, established by European industry to promote the trend towards open service platforms. It also features a quote from Günther H. Oettl, CEO of Atos, and a photo of the FIWARE logo. The article is published on the website of the Mobile World Congress (MWC) 2016, with a date badge for Feb 26, 2016. The article text describes FIWARE as a rich and versatile suite of standardised software components which can be used as the basis for creating advanced Internet services and apps faster and at lower cost. It is one of the results of the EU's Public-Private Partnership on the Future Internet. FIWARE was 'born in Europe' and is now being adopted globally. It is today a vibrant community of more than 5000 people from industry, SMEs and startups, from developers and user community in business and the public sector.

Figure 7: On-line impact of FIWARE foundation creation press release at MWC'16

More information is available in Deliverable D5.3.