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# **Report on Events and Workshops with Venture and Startup Scene in Y1 (1<sup>ST</sup> VERSION)**

**July 2015**

**This document briefly summarizes setup and current work in Task 4.3  
and reports on events and workshops with venture and startup scene  
in Y1.**

**PU - Public**

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## **1 INTRODUCTION**

Following the communication strategy that was developed for the accelerator, EuropeanPioneers attended and organized various events in order to liaise with interested applicants, to promote the two open calls and educate the European entrepreneurs on FIWARE.

During the events attended and organized, FIWARE technology was promoted and distributed to relevant target groups, questions were answered, the whole 8-month acceleration program was presented as well as all details about the application process. Also the relevant eligibility criteria were communicated.

Although initially the team planned to host a large kick-off event in Berlin, the decision was made to rather distribute efforts to a number of various events with great reach in order to better spread the word throughout Europe.

Those events were in cities such as Barcelona, Berlin, Dublin, Tel Aviv, Hannover, Salamanca or London, where the start-up scene is perceived to be flourishing and flooding with investors. Capturing the attention of individuals in those cities was essential to make sure applications are diverse, widespread and have a certain level of quality.

## **2 EVENTS AND WORKSHOPS IN THE STARTUP SCENE DURING Y1**

The mission of EuropeanPioneers in Year 1 was not solely to promote and communicate the Open Calls for funding through the FIWARE program. The aim was to also have interpersonal dialogue with entrepreneurs in the European digital ecosystem, understand their business and ideas, and see how and where FIWARE can help them out and what skills they can acquire to build strong business infrastructures. By doing so, EuropeanPioneers created a network of startups and potential entrepreneurs who have knowledge about FIWARE technology and are keen to strive and succeed to make their businesses grow large and come to life. Building a nurtured and symbiotic environment, will help foster a healthier digital environment that assists entrepreneurs in their growth by saving them challenges that are otherwise inevitable without help or funding. In addition, it clears the way for startups to contribute to the European tech future that has international standards, which can influence and be replicated in other markets.

This mission was carried out through attending events and talking to entrepreneurs in the digital ecosystem. By opening dialogue, EuropeanPioneers began to understand the challenges faced by the entrepreneurs and to identify the gaps that can be filled. Entrepreneurial skills were recognized that need to be sharpened and fortified to aid in a healthy business growth. Throughout the duration of the first and the second open call (September and October 2014 + March 30<sup>th</sup> until June 22<sup>nd</sup>, 2015), the EuropeanPioneers team with its five ExpaMeco consortium partners (etventure, Fraunhofer IAIS, Thoughtbox, Weblify and F-Secure) attended or organized events to initiate this dialogue with the entrepreneurs and increase their awareness of the FIWARE program and its benefits. EuropeanPioneers and the partners also gave workshops and sessions outlining how to develop successful business models based on FIWARE technology.

The events, which were organized by the EuropeanPioneers consortium partners promoted the first and the second round of Open Call. They were also meant to understand the needs startups have in the European market. This ranged from help in improving business skills, developing business models, and connecting to relevant representatives in the digital ecosystem. Other events organized were more technically oriented as they aimed to educate and grow awareness over FIWARE and its functionalities.

The events attended or organized throughout the 12 months can be clustered as follows, each reiterating the objectives of the ExpaMeco project:

1. Events organized by EuropeanPioneers
2. Presentations or Workshops Presented by EuropeanPioneers
3. Events Attended by EuropeanPioneers

## 2.1 Events Organized by EuropeanPioneers

Considering that FIWARE is a new topic to many entrepreneurs, EuropeanPioneers took initiative to create awareness and education for FIWARE and notify entrepreneurs on the benefits of it during its two open calls. Alongside the FIWARE education came the dissemination and promotion of the first and the second round of open calls (1 September until 31 October, 2014 and 30 March until 22 June, 2015).

Therefore, a number of four own events were organized by the consortium itself and served as educational and promotional workshops before closing the applications for the first and the second open call on October 31<sup>st</sup>, 2014 and June 22<sup>nd</sup>, 2015.

In October 2014 EuropeanPioneers hosted a two-day Techcamp in Berlin on October 15th and 16th, 2014 combined with a StartupWeekend from October 17th until 19th, 2014. FIWARE and Ogilvy supported the events immensely. FIWARE sent nine FIWARE coaches in total who presented FIWARE in general and more specific all FIWARE chapters and the main enablers to the 25 participants of the 2-day Techcamp. Some of them stayed for the weekend to assist the teams in building their business ideas based on FIWARE technologies. Ogilvy sent T-Shirts, a camera team and a photographer to Berlin who came for the weekend and produced various materials for FIWARE communication. The StartupWeekend was organized with the support of StartupGermany and its moderator Armin Eichhorn who hosted the weekend with its 35 participants. The event included a keynote held by Smartaxi-Marketing president Valeriya Zaytseva and the final pitches held on Sunday in front of the jury consisting of Birte Gall (Berlin School of Digital Business), Valeriya Zaytseva (Smartaxi) and the group of FIWARE coaches. During the event all participants took the time to talk to the EuropeanPioneers team about the open call and open questions concerning applications.

In May 2015, EuropeanPioneers hosted a one-day Techcamp in Dublin on May 27<sup>th</sup>. The event was supported by FIWARE by sending the two FIWARE coaches Thierry Nagellen and Joel Riga. Startups from the Irish digital ecosystem and CTO's who are discovering different API platforms to base their technologies on, attended the Techcamp to be educated and informed about FIWARE. The day started out with an introduction by Cristina Luminea, founder of Thoughtbox, on FIWARE and the acceleration program. Following that, Thierry Nagellen and Peter Muryshkin (Fraunhofer IAIS) gave sessions on the different FIWARE technologies and applications such as cloud hosting and FIContent. The startups had the chance to ask questions when needed. Furthermore, usheru the cinema app startup from Dublin and EuropeanPioneers first batch winner presented as a case study for FIWARE. The event was followed by a networking session.

After the success of the Dublin Techcamp, the consortium partners in Poland decided to carry out a FIWARE Techcamp aimed at the Polish and eastern European tech ecosystem. The Techcamp in Warsaw over the course of one day included talks from accelerator projects such as EuropeanPioneers, Impact and INCENSe and from SMEs that already get funding from the program. The day provided an overview of the FIWARE/FIWARE Lab/FIWARE Ops features and services available to SMEs, web entrepreneurs and Future Internet Accelerator projects.

Finally, to answer all FIWARE questions especially before the close of the second Open Call, the consortium partners conducted a webinar session to allow entrepreneurs and CTO's to clear any concerns about the technology.

**Table 1: Activities and events organized by EuropeanPioneers and consortium partners in Y1**

Event Name, Location and Date	Type of event (conference, hackathon, techcamp...etc.)	Target Group of Event and Attendance	Size of event	Event Organizers and Role
<b>EuropeanPioneers Techcamp and StartupWeekend, Berlin, Germany 15–19<sup>th</sup> October 2015</b>	Techcamp and Conference	Startups and SME's	Small, <100 attendees	<b>etventure</b> organized the event and promoted it to German and European startups and coordinated with the FIWARE community
<b>Tech Camp Dublin, Dublin, Ireland, 27 May 2015</b>	Techcamp	Startups, Entrepreneurs (E.g. vbot.tv, DUSTCLOUD, upperbook, Career Tutor	Small, ~ 60 people	<b>Thoughtbox</b> - Organizer <b>etventure</b> – assistance for organization <b>Fraunhofer IAIS</b> – presented FIcontent and FIWARE Lab
<b>Tech Camp Warsaw, Warsaw, Poland, 9 June 2015</b>	Techcamp	Startups, Entrepreneurs (E.g. iGenerate, VYBE Map)	Medium, ~200 people	<b>Weblify</b> - Organizer <b>Fraunhofer IAIS</b> presented FIcontent and co-presented FIWARE
<b>EuropeanPioneers/ FIWARE Webinars, Internet, 18 + 19 June 2015</b>	Webinar	Start-ups (mainly CTO's), Entrepreneurs, SMEs	Small, ~40 people	<b>Fraunhofer IAIS</b> organized and moderated the 2 webinars



Pictures from left to right in order: FIWARE Techcamp in Dublin (Cristina Luminea presenting), FIWARE Techcamp Dublin (usheru presenting), FIWARE Techcamp Dublin (Thierry Nagellen presenting), FIWARE Techcamp Poland, StartupWeekend Berlin.

## 2.2 Presentations or Workshops presented by EuropeanPioneers

EuropeanPioneers also took part in events to hold presentations or to present workshops in the field of business as well as disseminate information about the first and the second Open Call. In the events highlighted in the table below, EuropeanPioneers gave sessions on the FIWARE accelerator program, talked about innovative business models and the important pillars in gaining traction as a business, how to build a steady business, monetizing, and gaining market traction.

The aim was to spread the word on the acceleration program and to simultaneously focus on key factors, which drive an SME to flourish by building a strong business model. To demonstrate how successful business models work, EuropeanPioneers used case studies from existing SME's as a foundation to draw comparisons on how to achieve important milestones. The importance of the workshop was in explaining to the startups and entrepreneurs what mistakes to avoid when founding a company and what strengths to emphasize in order to reach a wider audience. The sessions allowed the startups to build comparisons with successful business models and assess what factors they could implement in their business to replicate such success. These add-on workshops were also meant to show entrepreneurs the quality of the EuropeanPioneers acceleration program and encourage them to apply.

**Table 2: Activities and events where EuropeanPioneers and consortium partners attended and presented during Y1**

Event Name, Location and Date	Type of event (conference, hackathon, techcamp...etc.)	Target Group of Event and Attendance	Size of event	Event Organizers and Role
<b>Startup SalamancaHub, Salamanca, 9 September 2014</b>	Workshop	Startups and entrepreneurs	Around 100 attendees	<b>EuropeanPioneers</b> - presented information about the program and introduced FIWARE
<b>Dmexco 2014, Cologne, Germany, 10 + 11 September 2014</b>	Exposition	Few investors but mainly startups (e.g. Bühlmann Laboratories AG; Zepos; TheAppGuys; Quintly; Video Prime; madvertise media; Voizzup; Viewple; meinestadt.de; springimklee)	Large, 31900 people (official number)	<b>Fraunhofer IAIS</b> organized the stand and presented EuropeanPioneers and FIWARE/FIcontent at the stand
<b>ECFI-2, Munich, Germany, 17 + 18 September 2014</b>	Conference	Startups, investors, SMEs (e.g. viewple, Tampere University of technology, eBusiness Information, Hisarlar)	Medium, ~500 people	<b>Fraunhofer IAIS</b> presented two FIcontent technologies at the FIcontent stand
<b>FI-PPP Information Day and Workshop, Poznan, Poland, 23 October 2014</b>	Info day, workshop	Start-ups, entrepreneurs (potential EP applicants)	Medium, ~100 people	<b>Weblify</b> presented EuropeanPioneers Accelerator

Event Name, Location and Date	Type of event (conference, hackathon, techcamp...etc.)	Target Group of Event and Attendance	Size of event	Event Organizers and Role
<b>International Women's Day, Dublin, 05 March 2015</b>	Conference	Female entrepreneurs, Start-ups	200 people	<b>Thoughtbox</b> spoke about the EuropeanPioneers program and FIWARE. Elaborated on the next call for applications and answered questions.
<b>FIcontent Info Day, Barcelona, Spain, 5 March 2015</b>	Workshop	Startups	Small	<b>EuropeanPioneers</b> presented a business model workshop <b>Fraunhofer IAIS</b> presented two FIcontent technologies
<b>4YFN, Barcelona, Spain, 5 March 2015</b>	Tech Conference	Startups, entrepreneurs and investors	Startups, entrepreneur s and investors	<b>EuropeanPioneers</b> presented a business model workshop and had a booth to disseminate material about new Open Call.
<b>Axis Innovation, Tel Aviv 19-20 March 2015</b>	Conference	Startups, entrepreneurs and investors	Medium around 500 attendees	<b>EuropeanPioneers</b> presented a business model workshop and had a booth to disseminate material about new Open Call.
<b>Europe Days German, Tel Aviv, 26 March 2015</b>	Workshop	Startups	Small	<b>EuropeanPioneers</b> presented a business model workshop and had a booth to disseminate material about new Open Call.
<b>StartupWeekend Pre- Event, Dublin, 02 April 2015</b>	Startup event	Startups	80 people	<b>Thoughtbox</b> presented the EuropeanPioneers program and promoted the open call. Talked to start-ups and answered questions
<b>StartupWeekend, Dublin, 10-12 April 2015w</b>	Startup event	Startups	100 people	<b>Thoughtbox</b> - Presented EuropeanPioneers open call and FIWARE technologies. Encouraged start-ups to apply and to use FIWARE in their product development.
<b>SCTV-Workshop, Berlin, Germany, 19 May 2015</b>	Workshop	Start-ups, incubators (e.g. Deutsche Telekom, Leuphana)	Small, ~20 people	<b>Fraunhofer IAIS</b> co-organized the event and presented two FIcontent technologies
<b>EMGI FIWARE Event, Tel Aviv, Israel May 20</b>	Conference	Startups and Investors	Medium 100- 200 attendees	EuropeanPioneers presented a workshop on business models and spoke about the FIWARE acceleration program
<b>FIWARE Information Day and Workshop, Warsaw, Poland, 9 June 2015</b>	Info day, workshop	Startups, entrepreneurs (potential EP applicants)	Medium, ~100 people	<b>Weblify</b> co-organized the event and presented EuropeanPioneers Accelerator

## 2.3 Events attended by EuropeanPioneers

Promoting the open calls and educating SME's on FIWARE was not limited to organizing events and presenting workshops. It was also through the act of simply interacting with founders, entrepreneurs and investors that EuropeanPioneers and the consortium partners are able to spread the news about the second round of funding and encourage entrepreneurs to explore FIWARE technologies. EuropeanPioneers and the consortium tried to attend as many relevant events as possible where interaction with startups and SME's was high and accessible. At such events, conversing with the target audience for the EuropeanPioneers program is guaranteed and plenty, it is easy to approach entrepreneurs as they are usually attending the events in order to broaden their network, look for funding, seek technical support or search for opportunities in order to improve their business skills and enhance the structure of their business.

**Table 3: Activities and events EuropeanPioneers and consortium partners attended during Y1**

Event Name, Location and Date	Type of event (conference, hackathon, techcamp, etc.)	Target Group of Event and Attendance	Size of event	Partner who attended
<b>Disruptors Conference, Dublin, 5 September 2014</b>	Workshop	Startups and SME's	Medium sized	<b>Thoughtbox</b>
<b>Lange Nacht der Startups, Berlin, 6 September 2014</b>	Conference and Hackathon	Startups and SME's	Large more than 500	<b>etventure</b>
<b>NDRC, Dublin, 25 September 2014</b>	Conference	Startups and SME's	Medium sized around 200 people	<b>Thoughtbox</b> took part in a Tech Panel
<b>Digital Action Day, Brussels, 29 September 2014</b>	Policy event	Business, SME's, Entrepreneurs and Academia	Large to Medium (around 850 attendees)	<b>etventure</b>
<b>DublinBeta Start, Dublin, 29 September 2014</b>	Networking event	Startups and mentors	Small 200 people	<b>Thoughtbox</b>
<b>Startup Grind, Berlin, 1 October 2014</b>	Small conference (1 speaker and audience)	Founder, Innovators, educators and investors	Small 200 people	<b>etventure</b>
<b>Edupreneurs, Dublin, 9 October 2014</b>	Meetup	Welcome anyone interested in Education and Online technology; - MOOC'S BOOC'S SPOC'S	Medium around 250 people	<b>Thoughtbox</b>

<b>Event Name, Location and Date</b>	<b>Type of event (conference, hackathon, techcamp, etc.)</b>	<b>Target Group of Event and Attendance</b>	<b>Size of event</b>	<b>Partner who attended</b>
<b>WASUP Kery, Dublin 17 October 2014</b>	Networking event			<b>Thoughtbox</b>
<b>etventure Start-up Weekend, Berlin, Germany, 17 – 19 October 2014</b>	Startup weekend	Startups, entrepreneurs	Small, ~50 people	<b>etventure</b> <b>Fraunhofer IAIS</b>
<b>CeBIT, Hanover, Germany, 16 – 20 March 2015</b>	Exposition	IT companies	Large, 221000	<b>etventure</b> <b>Fraunhofer IAIS</b>
<b>WebSummit and NightSummit, Dublin, 4–6 Nov 2014</b>	Conference	Startups and Investors	Large 30 000+ people	<b>Thoughtbox</b>
<b>Dublin Beta, Dublin, 09 March 2015</b>	Start-up Showcase Event	Startups	50 people	<b>Thoughtbox</b>
<b>British Investor Summit, London, 18 March 2015</b>	Conference	Investors	200+ people	<b>Thoughtbox</b>
<b>Pioneers Festival, Vienna, May 2015</b>	Conference	Startups, SME's, entrepreneurs and Investors	Large 5,000 +	<b>etventure</b>

### **3 SUMMARY**

As a result of the activities organized and attended with the startup scene during Y1, EuropeanPioneers and the consortium partners experienced great interest in the acceleration program – either during the first or the second Open Call. The huge interest was also reflected in many requests with regards to the program and the FIWARE enablers. Those questions were primarily concerning understanding the functionality of FIWARE and learning more about the acceleration program with EuropeanPioneers. While the first Open Call was much more successful than expected (with a total of 265 applications), the second round of the Open Call exceeded the expectations of the team in receiving 660 application from 45 European countries out of which many applicants were startups and SME's whom have participated in the events that EuropeanPioneers and the consortium partners were present or presented at.