

OBJECTIVES, PROGRESS & ACHIEVEMENTS & LIST OF DELIVERABLES (PROJECT MANAGEMENT INTERIM REPORT M24) July 2016

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TP	etventure Seed Investments GmbH	SI	Germany
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3	ThoughtBox Limited	ThoughtBox	Ireland
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1 PROJECT OBJECTIVES FOR THE PERIOD

1.1 Project Objectives Overview

The DoW lists the following objectives for the project ExpaMeco, which are all relevant for the reporting period M24:

- Strengthen the European web entrepreneur and SMEs in media, education and online services in order to shape its competitive position and growth
- Identify the most promising 25 web entrepreneurs and/or SMEs from at least 5 European countries through the execution of European-wide, fully trans-parent Open Calls
- Leverage several Specific Enablers and Generic Enablers in order to build innovative, scalable Minimum Viable Products for media-related market domains
- Ensure the large scale testing of the products developed with Minimum Viable Products built on top of FI-PPP technologies and platforms

With the results of the project, the FI-PPP ecosystem will be strengthened and extended.

1.2 Project Objectives Description

1.2.1 Project Objectives

The Future Internet Public Private Partnership Program (FI-PPP) connects public service infrastructures with business processes and enables them to act in a smarter and more effective way. During Phase 2 of the FI-PPP, specifically in the use case, "FI Content", various Specific Enablers and content-specific platforms were developed to provide a framework for new applications especially in the domains of social connected TV, smart city services, e-learning and pervasive games. Phase 3 involves European stakeholders, particularly small and medium-sized enterprises (SMEs) and web entrepreneurs, as developers of highly innovative infrastructures based on rich-data services and applications, through various Open Calls in order to build new and innovative Internet services and applications. Doing so ensured that FI-PPP received feedback for the developed technologies, and SMEs and web entrepreneurs were enabled to access research-intensive technologies for fostering their innovative capacities in Europe.

In this context, the project EuropeanPioneers, led initially by the Berlin-based company builder etventure (Germany) and later on by the etventure-subsi-dary European Innovation Hub (Germany) and its partners Fraunhofer IAIS (Germany), ThoughtBox (Ireland), Weblify (Poland) and F-Secure (Finland), proposed to build the accelerator "EuropeanPioneers" in order to, not only support web entrepreneurs and SMEs that are building on top of the technologies developed in Phase 1 of FI-PPP and the Phase 2 use case "FI content", but to also maximize its usability, current customer base and exposure. The goal of EuropeanPioneers was that the Specific Enablers by FI Content as well as Generic Enablers by FI-Ware are used and evaluated by at least 25 web entrepreneurs and SMEs, which address several markets within Europe. Doing so allowed them to develop completely new content-centric products and services as well as use innovative technologies to complement and optimize their existing ones.

The project was built on the assumption that the key benefit for these web entrepreneurs and SMEs would be the prevention of costly and time-consuming in-house developments, which are often very difficult due to limited development resources, especially for young start-up companies.

EuropeanPioneers always acted in a flexible manner when supporting new activities, which was done through adaptation of the initial resources on a dynamic basis during the span of the programme. Particularly the EuropeanPioneers accelerator provided business and technology related resources through mentoring, participation in events, and communication to push visibility for the participants.

1.2.2 Objectives for M24

The main objective of the acceleration programme EuropeanPioneers was to support the Future Internet Public Private Partnership Program (FI-PPP) by supporting 25 European start-ups in 4 different business areas in the domain of social connected TV, smart city services, e-learning and pervasive games. This was achieved through promoting and testing the FIWARE platform in real environments where entrepreneurs are encouraged to use the technology's enablers in their product and test it across prospective users. The start-ups or SMEs received guidance and mentorship from expert individuals in the digital business or relevant fields. This helps the entrepreneurs strengthen their innovative processes and develop strong business models that will contribute and fortify the growing digital ecosystem in Europe.

In order to achieve the aforementioned goals, EuropeanPioneers addressed specific objectives to harbour a successful FI-PPP ecosystem. To do so EuropeanPioneers followed a four-step-approach with the following targets:

Objective: Strengthen the European web entrepreneurs and SMEs in media, education and online services in order to shape its competitive position and growth

Approach: The EuropeanPioneers programme focused on providing the startups and SMEs with valuable training, knowledge and insights concerning business related topics like developing a stable and successful business model, as well as addressing FI technologies, particularly the implementation of FIWARE enablers. By receiving continuous mentorship and regular in-person and remote training sessions or workshops, the teams were able to complement their ideas and early businesses with strong and validated business models. Adding the increased exposure to the public and to influencers, made possible by the dissemination of the EuropeanPioneers brand and its connected ecosystems in Europe, the programme supported the startups/SMEs in establishing strong, competitive and sustainable new businesses for the European FI-PPP ecosystem. By selecting startups/SMEs that are diverse in their origin countries and industries, the programme further contributed to fuelling and connecting vibrant ecosystems across Europe and H2020-associated countries.

Objective: Identify the most promising 25 web entrepreneurs and/or SMEs from at least 5 European countries through the execution of 3 European-wide, fully transparent Open Calls

Approach: The European Pioneers programme worked on developing an efficient process for publishing the open calls and selecting the startups/SMEs with the most potential. Due to its Europe-wide presence and network and carefully carried-out marketing and PR activities, EuropeanPioneers was able to attract a large and qualified pool of applicants for the first and especially the second open call. Due to the unexpected high number of applications during the first round the initial plan of three Open Calls was changed to two bigger Open Calls in order to gain more visibility for the start-ups as well as the FIWARE technology. This was decided with the aim to dedicate more project time to the support of the 25 teams in total and to decrease the months used per person for promotion of open calls. To ensure a fair and structured selection process for the batches, the programme coordinators established an evaluation process based on benchmarked learnings and lessons from own experiences during the first open call. All criteria, decisions and a condensed feedback was made available to the applying teams. The selection committee was composed of several business and technology experts in addition to the programme coordinators and worked with democratic processes throughout.

Objective: Leverage Specific Enablers and Generic Enablers in order to build innovative, scalable Minimum Viable Products for media-related market domains

Approach: The EuropeanPioneers programme supported the implementation of FIWARE enablers by extensive training and workshop sessions, carried out by members of the consortium as well as external mentors. Moreover, the product development and testing included extensive evaluations and eventually implementations of different enablers. These activities were constantly encouraged and accompanied by the consortium members. The training activities carried out during the Welcome and Training Days focused on supporting the SMEs in applying Future Internet technologies for their Minimum Viable Products. The teams were enabled to test and evaluate Generic and Specific Enablers, to integrate Enablers into existing software products and therefore foster the evaluation and take-up of FI-PPP technologies. Due to a lack of automation possibilities of testing and deployment of FIWARE enablers, the programme initially focussed more on general adoptions than product-specific ones, to provide a broad implementation of deployment and test automation of FIWARE Enablers. During the second batch, the startups/ SMEs were supported in testing the technologies in their real-work scenarios and providing tutorial-like examples and demonstrations. By this, EuropeanPioneers built on top of cross-border industries. In addition, the programme focused – in line with the etventure-DNA – on fast deployment, innovation, prototyping and rapid user testing in real markets and situations.

Objective: Ensure the large scale testing of the products developed with Minimum Viable Products built on top of FI-PPP technologies and platforms

Approach: In addition to the guidance in the product development, EuropeanPioneers offered the teams a framework and the network that allowed them to conduct user testing and receive validation of their business from important partners and influencers or clients. One main success factor of etventure in building digital products is the execution of early and extensive user testing activities with the goal to receive feedback about the own business and to be able to detect habits, preferences and needs of the relevant target groups. Having this in mind, EuropeanPioneers asked all teams to spare a certain amount of money and time for user testing activities supervised by etventure's subsidiary European Innovation Hub. As the majority of the startups/ SMEs are based on a B2B model, the user testing was focussing on conducting highly qualitative testing with relevant business partners. By this, the testing produced relevant feedback and did not rely on involving a specific number of users.

2 PROGRESS AND ACHIEVEMENTS

2.1 WP1: Initiation and Execution of Open Calls

Objectives

- **Planning and organization of the second Open Call: Support the formation process of innovative media products proposals**
- **Publishing of second Open Call and support: Formulating calls inviting media and FI-PPP-driven business ideas**
- **Evaluation and selection of proposals: Evaluating proposals and providing seed funding for promising ideas based on the competitions of submitted sub-project proposals**

Report

After having published the second open call in the end of March 2015, the consortium did some effort to promote the second open call using several different channels (see deliverable report D5.1.2) and this way managed to collect a total of 661 startup applications from 38 countries, with the majority from European countries and a few applications from overseas. The top five origin countries for applications have been Germany (143), Poland (97), Israel (82), Spain (64) and Ireland (42). The high numbers of applicants from Germany and Poland can be explained by three of the consortium parties being located there and, hence, having strong ties to the respective startup and tech scene. The rise of applications from Israel in comparison to the first call was caused by the growing awareness and network of EuropeanPioneers in general and in Israel in particular.

The field of applicants also covered various levels of maturity. With similar numbers of applications from startups with a beta version (169), idea (140), prototype (130), a full market launch (122) or a MVP (132), the EuropeanPioneers programme was able to evoke interest among a diverse group of startups.

Within the framework of the defined business areas eligible for the second call, the majority of applicants fell into the category of smart city services (364). The other were represented as following: e-learning (195), pervasive gaming (114), social connected TV (59).

At the same time, FIWARE was promoted at all times through the media activities. This included not only online promotion but also attending conferences and events. The number of applications received in the first open call was 265 and was more than doubled in the second open call.

The evaluation of all applications was done through a number of industry experts in order to justify all applications in a similar manner. But since a higher number of applications were to be expected, more evaluators were approached for the second open call so that each application could be screened at least 3 times upfront. Finally, the best 39 startups were invited to the assessment days on July 20th and 21st happening in Berlin with an independent jury. This jury selected 13 teams for the final batch – having a final number of three teams from Israel, four teams from Germany, four teams from the UK, one team from Spain and one team from Denmark.

2.1.1 T1.1: Planning and organization of Open Calls

Objectives M24

- **Prepare a marketing concept with communication strategy**
- **Create a teaser website**
- **Prepare the Open Call text**
- **Coordinate activities with A16**

Report

The first open call was organized between September and October of 2014, which included the preparation of material, the website and building a strong network for deal flow. Also, media relations had been made in order to support the open call through various channels. Most of these documents and connections could be leveraged in the second open call. Additionally, in the second open call further strategic partnerships and event participation have been used in order to increase the visibility for the program even further.

The consortium partners were playing an integral role in the planning and organization of the open calls. The high number of applications from Poland for example was showing the heavy marketing activities of Weblify. After all, the planning of a common press release, which was published at the same time in 4 different countries (Germany, Poland, Finland, Ireland), led to great traction. Various media channels (Gründerszene, Deutsche Startups, etc.) were talking about the great opportunity and activated startups and entrepreneurs to apply for the program.

2.1.2 T1.2: Publishing of Open Calls and support

Objectives M24

- **Disseminate the second Open Call (web site and other communication channels with WP4)**
- **Engage significantly with stakeholders (SMEs)**
- **Organize an information day for the second Open Call**
- **Collect and prepare submissions of second Call for selection process (at least 500 submissions were expected for the second Call)**

Report

The second open call was published on March 30th 2015 officially. The consortium partners were playing an integral role in the planning and organization of the open calls. The high number of applications from Poland for example was showing the heavy marketing activities of Weblify. After all, the planning of a common press release, which was published at the same time in the four different countries of the consortium members (Germany, Poland, Finland, Ireland), led to great traction being featured in various major media channels (Gründerszene, Deutsche Startups, etc.).

Additionally, advertisements were published in leading startup magazines in Germany and later on in Tel Aviv as well. As these two locations were the major hubs contributing to the number of applications (besides the UK) their impact can be proven. Moreover, this assumption was further confirmed in the results of feedback about the application process by the teams, who often stated that they heard about the programme through these advertisements.

The promotion of the second call was further supported through various social media channels, such as regular posts, containing the most important information and a countdown to the application deadline, which were regularly posted to Facebook, Twitter and LinkedIn by all partners. To enlarge the audience in these channels, paid advertisements were also published in Facebook, Twitter and LinkedIn.

Moreover, the EuropeanPioneers team offered a lot of support to many founders by email, phone and in person (mainly on events but also face-to-face whenever this was possible). For this purpose, the applicants' guide that had been developed during the first call had been enhanced according to the gained experience. This was especially necessary due to the fact that the application had been changed for this second call because some included questions needed to be improved. Most clarification has been done through info days. The applying SMEs were mostly interested in the selection process, which shows the concern of getting into a huge competition with other applicants. Most entrepreneurs had also been reaching out upfront via the support email address that was introduced in order to cover their many questions. The team of EuropeanPioneers did their best to answer all questions in detail. In order to streamline this process better in the second open call, the FAQ section on the website was updated with the most common questions from the first open call. Also the updated and improved FIWARE website

(fiware.org) with the updated enabler library was of great help because it allowed the consortium partners to point SMEs and entrepreneurs into that direction for more information.

2.1.3 T1.3: Evaluation and selection of proposals

Objectives M24

- **Setup an independent board of experts**
- **Setup the evaluation criteria**
- **Organize and monitor the proposal evaluation**
- **Evaluate and select the proposals (5 SMEs / web entrepreneurs out of expected 100 submissions)**
- **Present the selected proposals online (with WP4)**

Report

The evaluation of the 661 applications for the second batch started right after the deadline of submission on June 22nd. For this open call the application has been changed, after it was clear that the structure and some of the questions can be improved from the first open call. The application/questionnaire was adapted to standards of other leading accelerators (such as Techstars and Startupbootcamp). The structure of the questions allowed startups to build up a coherent story throughout the application. The questions were targeted to explore topics like business model, team, market & competition, technology, traction and FIWARE. The application contained only 30 specific questions but allowed startups to upload investment decks and their FIWARE Gantt chart and architecture. Hence, evaluators could go deeper if necessary.

13 evaluators evaluated all 661 applications. Each evaluator had on average 100 applications to read and rate. By doing so, each startup's application was evaluated by at least 2 people. The evaluators were coming from various backgrounds: all consortium partners (1 or 2 people of Thoughtbox, etventure, etc.), EuropeanPioneers team, mentors to the programme, and investors in the Berlin ecosystem, international business angels, FIWARE experts, entrepreneurs and founder of the teams from the batch from the first open call.

At first, all 661 applications were ranked according to the 5 star rating that each evaluator had to give on various criteria (Innovation, Creativity, Scalability, Technology Excellence, Market readiness, Competition, Barrier to entry, Management Expertise, Financials). The criteria changed slightly after having learnt from the first open call. The new approach allowed an overall ranking of all startups and a definition of a particular threshold. The threshold was approximately 75%. This number was not defined beforehand, because it wasn't clear how qualitatively good the applications would be. But the level was extremely high so that 90 startups were taken as the "top of class".

At this point, all 90 finalists of the first selection round went to the second stage. Here, all 90 startups were being screened again from FIWARE coaches but on a deeper level. All 90 top startups were screened by a total of 6 investors (public, private, corporate, and governmental types) from various ecosystems (Berlin, London, Tel Aviv). Each of these investors got 30 startups so that once again, every startup has been seen by at least 2 investors.

Combining the feedback of the investors and of the FIWARE experts, it was derived a list of 40 finalists. Those 40 teams were invited to pitch in front of a mixed jury in the final selection days, which was the last step of the selection funnel. After all, 39 startups attended and pitched to the jury. The jury was made of 4 external members (FIWARE, investor, etventure, private) and 2 internal EuropeanPioneers team members.

In order to be eligible for the second open call, the programme has set a minimum threshold for the teams on non-business related criteria. Those were:

- At least two team members
- Minimum usage of one (or better two) generic / specific FIWARE enablers
- Legal entity (to be) created in a member state or associated country

The qualitative, business-oriented criteria were:

- High-quality team
- Mentionable traction
- Large target markets and a route to market strategy
- Innovative and smart business model for monetisation
- Availability of at least a POC, MVP or prototype
- International scalability
- Strong technology (IP potentially)
- Recommendation by supporters
- Overall quality of application

The results were ranked mathematically and the top teams were discussed further until the jury decided democratically on the final teams. All teams who did not get invited to the selection days or were not chosen for the programme eventually, received their star-based and written feedback.

In summary, the modified selection process for the second call proved to be successful as the applicants showed a very high quality in general and, hence, allowed to have an amazing second batch for the programme.

Work Package 1: Use of Resources (March 2015 – May 2016)

Number of beneficiary	Short name of beneficiary	Task 1.1 Person Months 10-24M (Person Months 24M)	Task 1.2 Person Months 10-24M (Person Months 24M)	Task 1.3 Person Months 10-24M (Person Months 24M)	WP1 total
1	EIH (coordinator since 1/2015)	1,34	0,02	2,79	4,15
<i>TP</i>	<i>SI (TP)</i>	<i>0,51</i>	<i>1,23</i>	<i>0,00</i>	<i>1,74</i>
<i>TP</i>	<i>ETV (TP since 1/2015)</i>	<i>0,00</i>	<i>0,00</i>	<i>0,00</i>	<i>0,00</i>
2	FhG	0,01	0,04	0,63	0,68
3	ThoughtBox	0,56	0,35	0,38	1,29
4	Weblify	0,53	1,75	1,00	3,28
5	F-Secure	0	0,2	0,2	0,4
6	ETV term. (coordinator 06-12/2014)	0,00	0,00	0,00	0,00
	ETV / EIH total	1,85	1,25	2,79	5,89
	TOTAL	2,95 (8)	3,59 (6)	5,00 (7)	11,54 (21)

2.2 WP2: Support and Coaching of SME's

Objectives

Supervise, monitor and control selected SMEs

- **Start mentoring and monitoring of organizational aspects**
- **Introduce technics and modern tools (like “the lean startup approach”, “Design thinking”, “business canvas”, “empathy maps”)**
- **Provide support for planning user trials**
- **Provide business modelling support**
- **Perform technical, financial and formal controlling**

Report

The support and coaching of the startups has been carried out in three ways: (1) online/remote, (2) on sight training days, (3) selective visits. This ensured that even though the program is an 8 months-program, that doesn't require the teams to relocate to Berlin, a close relationship was still possible to be maintained.

The online coaching was done through calls, Skype and mail contact. This is a bit more difficult than face-to-face, but high quality could be guaranteed by task agreements that were very detailed in order to rule out misunderstandings. The topics of those coaching sessions range from match-making with investors, marketing and sales-topics as well as team building questions.

The Training Days, which were carried out every 7-8 weeks (December 2014, February 2015 and May 2015, August 2015 - Welcome Days, October 2015, December 2015, February 2016) in Berlin in the premises of etventure, were the most crucial part in order to have experts supporting the teams - and this was not only on the business but also on the tech side (FIWARE). For the first open call, those sessions were always planned every 2 months in Berlin, where all teams were able to meet local mentors and investors. At the same time, all entrepreneurs were provided with in-depth lectures about certain topics, such as online marketing, metrics for Startups, and many more. Further, the clear coaching has been done through all members of the consortium while planning next milestones and checking on their successful completion.

For the second batch, the trainings and other events, like the tech camps, happened in Berlin, London, Tel Aviv and the cities where the consortium partners are located (Poland, Ireland, Finland).

Visits had been done in order to show the startups also support by joining their office for a day or two. That way, we (as the consortium) were able to see with our own eyes what the team is working on. Traveling that intensively was important even though it's been time consuming. The startups appreciated the direct one-to-one support in their domestic ecosystem. Often, these visits turned into a strong relationship as the personal coaching is always better and allows the team of EuropeanPioneers to closely coach the entrepreneurs.

2.2.1 Task 2.1: Mentoring and monitoring

Objectives

Control and perform mentoring and monitoring

- **Facilitate interaction with experts**
- **Assign a mentor to each project**
- **Support and facilitate interaction of SMEs with technical/business experts (with WP3, WP4)**

Report

Mentoring sessions at EuropeanPioneers were always longer than in any other programme. All mentoring sessions happened during the Training Days – however different teams managed to stay in touch with mentors even after the Training Days. Also mentoring and coaching was done by the EuropeanPioneers consortium partners such as etventure, the F-Secure or ThoughtBox team.

The main monitoring process remained with the milestone check-in every two months done by the programme Manager Martin Weber. Milestones were planned every two months for two months in advance. Whenever milestone check meetings happened during the Training Days, those milestones were checked and approved or also adjusted (as startup live changes very, very fast). Only if teams did not meet their milestones at all or did not even attend milestone check meetings, those teams had to wait longer for their money unless they resumed the cooperation and could prove that they reached their milestones later on.

2.2.2 T2.2: Prototype development

Objectives

- **Make sure that all SMEs build MVP using SEs and GEs**

Report

While selecting the teams for the first and the second batch, the EuropeanPioneers team realized together with the evaluators that the applying teams were rather advanced (partly due to the relatively high amount of funding). Consequently, the team decided to select those teams with existing and working products or at least prototypes of their products and platforms. Clearly, all selected startups were at an early stage, which meant that they have been developing prototypes without FIWARE technology before starting the accelerator programme. However, once joining EuropeanPioneers they continued the development by integrating FIWARE enablers. Only that this time the result was further validated.

The active further development of the minimum viable products applied by the startups was an important topic in every single coaching session especially in the beginning of the program of the first batch of the program (starting in December 2014).

The startups of the first open call have been selected based on various factors, which included both, business and technology related variables. It is normal for startups that their MVPs change a lot from month to month as products are tested in public and learnings are used to constantly improve the products. Since the EuropeanPioneers program is running for 8 months, the changes were significant. That is also due to the user testing projects but further than this, the FIWARE enablers validation was part of ever changing MVPs.

MVP development always depends on iteration cycles. The Lean Startup Method has been applied with all startups. Hence, the iteration cycles were adapted in the Build-Measure-Learn methodology.

Lastly, the MVPs are obviously very dependent on the advancements of the technologies applied. These may result from FIWARE enablers or self-developed technologies, which have obviously significant impact on the progress. Still, FIWARE enablers, specific and generic, are part of the MVP development for the startups. That means that the speed of the startups product developments may have had a negative influence by focusing on the FIWARE implementation, which may have led to longer MVP building cycles.

2.2.3 T2.3: User testing with prototype

Objectives

- **Supervise user testing of SMEs**

Report

The topics of the user testing projects were so diverse, that all startups have been getting support with various setups. After all, the team at EuropeanPioneers was part of the questioning of the status quo, creation of topics to be evaluated, and turn-around based on the results. Often, the execution has been done by the startups, which was important, because it's crucial to learn the feedback from users first hand.

Some startups needed particular support with only one key component (e.g. feature testing or UX improvement). That doesn't mean that other factors didn't need testing as well. Just to keep the process aligned and focused, it's been decided to go for one major validation instead of several small ones. Furthermore, all user tests were executed with a clear business focus. Although the integration of FIWARE technology is an important part of the acceleration programme, the user testing activities were carried out with the clear goal to test the overall acceptance of the new products and services and were not limited on the pure technology aspect of the products.

Since all startups of the EuropeanPioneers programme have been entering the programme with more than a concept, it was interesting to see what product state they developed beforehand. Most startups couldn't claim much traction, which makes it even more interesting to evaluate how they developed a product with getting clear and honest feedback from the market. It's a given fact, that entrepreneurs and investors don't have the necessary "full picture" of a product as part of a market, in order to make precise predictions on the "success-ability" of a startup. Hence, the startups have been developing a product blindly.

Of course, many startups have been conducting in-depth interviews with potential customers, experienced a problem themselves and solved it or saw satisfying results on their MVPs. Still, without getting first-hand feedback from real users, it's hard to steer the product & business development into the right direction. No question that all startups were convincing with their applications and pitches. They made clear that they are great teams, aiming at large markets with a potentially scalable business model. Some even showed traction, but that was often not from a market perspective, but rather from partners, the team's backgrounds, development stages, and more.

To be convinced that a product-market-fit has been found, it's required to validate the assumptions upon which the product is being developed. Startup founders were fully aligned with this idea and jumped quickly on the "user testing" project opportunities with the team at EuropeanPioneers and their mothership company, etventure.

Work Package 2: Use of Resources (March 2015 – May 2016)

Number of beneficiary	Short name of beneficiary	Task 2.1 Person Months 10- 24M (Person Months 24M)	Task 2.2 Person Months 10- 24M (Person Months 24M)	Task 2.3 Person Months 10- 24M (Person Months 24M)	Task 2.4 Person Months 10-24M (Person Months 24M)	WP2 total
1	EIH (coordinator since 1/2015)	2,70	0,10	0,62	0,25	3,68
<i>TP</i>	<i>SI (TP)</i>	<i>0,00</i>	<i>0,89</i>	<i>0,82</i>	<i>0,00</i>	<i>1,71</i>
<i>TP</i>	<i>ETV (TP since 1/2015)</i>	<i>3,06</i>	<i>0,00</i>	<i>1,49</i>	<i>0,00</i>	<i>4,56</i>
2	FhG	0,63	0,52	0,04	<i>0,00</i>	1,19
3	ThoughtBox	0,84	0,32	0,69	2,63	4,48
4	Weblify	0	0	0	0	0

5	F-Secure	0,2	0	0,1	0	0,3
6	ETV term. (coordinator 06-12/2014)	0,00	0,00	0,00	0	0
7	BSDB (TP)	0,84	0,00	0,42	0,00	1,26
	ETV / EIH total	6,60	0,99	3,35	0,25	11,19
	TOTAL	8,27 (4)	1,83 (11)	4,18 (3)	2,88 (5)	17,16 (18)

2.3 WP3 – Providing and Improving FI-PPP Content

Objectives

The goal of this work package is to ensure that the Future Internet technologies are useable for the development of Minimum Viable Products by the Open Call participants.

- **Compile training material for relevant GEs and SEs**
- **Support developers for using and integrating GEs and SEs**
- **Implementing product-specific adaptations of the Enablers used in European Pioneers**
- **Evaluation of the Future Internet infrastructure through end users**

Report

FIWARE (training) sessions administered at the welcome and training days assured that Future Internet technologies are useable for the development of Minimum Viable Products by the Open Call participants. They enabled team developers to test and evaluate Generic and Specific Enablers, integrate Enablers into new or existing software products and therefore foster the evaluation and take-up of FI-PPP technologies. This kind of training was crucial for the success of the project as it provided the technical foundation of the technologies developed by the participants of the Open Calls. The objective, EuropeanPioneers had in mind while giving the training, was to give mentoring on material that is relevant in use of the generic and specific enablers; show CTOs that they will constantly receive developer support while using and integrating the FI-PPP enablers; and finally, receive elaborate feedback on the future internet infrastructure through the teams. The virtue is to truly understand how the teams perceived the enablers and whether the technology was helpful and uncomplicated to utilize in their products.

During the training days, there was a FIWARE session planned for the CTOs of each startup together with the experts from Fraunhofer IAIS. That way, not only the business milestones (as described in the previous chapter) but also the FIWARE milestones had been integrated in the continuous evaluation process of the startups. The FIWARE sessions became an integral part of the training days, which required the CTO's of each startup to send a summary upfront. That way, new developments of the technology were always considered under the influence of FIWARE. Integrating enablers was core of the requirements that triggered the further payment.

2.3.1 T3.1: Training and support on Future Internet technologies

Objectives

- **Produce and provide training material (based on existing documentation)**
- **Create central contact point for remote support**
- **Provide technical support**
- **Implement technical Kick-Off-Workshop introducing FI-PPP technologies**
- **Collect, summarise and forward feedback on documentation to GE / SE-owners**
- **Record and forward all issues to FI-PPP partners**

Report

The training and support on the FI-PPP technologies have been integrated in the Training Days, which happened every 6–8 weeks of the program. In order to achieve the objectives of harvesting a European technological future, EuropeanPioneers ensured, that the startups receive the right level of training from the core mentors. As part of these meetings, targeted FIWARE support has been given to the startups.

The support structures were continuously improved in order to provide a better and better assistance when dealing the unused enablers. This was immensely important especially when the support from the FIWARE side wasn't given. In order to keep the level of integrated enablers as high as possible, the push must come from the EuropeanPioneers team.

2.3.2 T3.2: Product-specific adaption of Enablers (GEs & SEs)

Objectives

- **Identify necessary adaptations of enablers with participants**
- **Perform the adaptations where possible**
- **Provide feedback to developers**
- **Take appropriate actions where adaptations are not possible (contact GE/SE owner, alternative implementations, work-arounds)**

Report

Due to the immature FIWARE technologies, adaptations focused on the improvement of the enabler quality, in particular the deployment and test automation. With this focus a foundation for the further evaluation of the technologies by the start-up teams was build. The need for automated deployments and tests were collected from the teams with the help of bi-monthly technical reporting and during one-to-one meetings at the Welcome and Training Days. Additional software quality aspects were discussed with the teams and with several GE owners. Fraunhofer IAIS coordinated those activities and raised the awareness within the FI-PPP community.

2.3.3 T3.3: Evaluation of Future Internet infrastructures through end users

Objectives

Implementation of evaluation procedure for large-scale end user tests utilizing existing FI-PPP infrastructure

- **Define evaluation criteria and procedures (technical validity, performance, usability of enablers)**
- **Create test scenarios with Open Call participants based on their requirements**

Report

Based on the continuous collection of issues and quality discussions with the start-up teams, several GE owner and the FI-PPP community, the future internet technologies and infrastructures were evaluated. The teams of EuropeanPioneers provided their feedback within their bi-monthly technical reporting and during the one-to-one meetings. The feedback has been evaluated and clustered by Fraunhofer IAIS. With the help of a questionnaire a final qualitative feedback was requested from all teams. Based on the outcome of this questionnaire and from dedicated workshop sessions during the Training Days, Fraunhofer IAIS deduced recommendations for improvements of the FIWARE ecosystem. Those were provided to and discussed with the FI-PPP community. Some of the recommendations have been identified as crucial and improvements have been made, resulting in a monitoring of FIWARE Lab nodes and automatic deployment procedures (supported by docker) to ease the deployment and test of the enablers.

Work Package 3: Use of Resources (March 2015 – May 2016)

Number of beneficiary	Short name of beneficiary	Task 3.1 Person Months 10–24M (Person Months 24M)	Task 3.2 Person Months 10–24M (Person Months 24M)	Task 3.3 Person Months 10–24M (Person Months 24M)	WP3 total
1	EIH (coordinator since 1/2015)	0,48	0,01	0,01	0,50
<i>TP</i>	<i>SI (TP)</i>	<i>0,00</i>	<i>0,00</i>	<i>0,00</i>	<i>0,00</i>
<i>TP</i>	<i>ETV (TP since 1/2015)</i>	<i>0,00</i>	<i>0,00</i>	<i>0,00</i>	<i>0,00</i>
2	FhG	7,95	8,37	5,13	21,45
3	ThoughtBox	1,05	0	0	1,05
4	Weblify	0	0	0	0
5	F-Secure	0	0	0	0
6	ETV term. (coordinator 06–12/2014)	0,00	0,00	0,00	0,00
	ETV / EIH total	0,48	0,01	0,01	0,50
TOTAL					
		9,48 (7)	8,38 (14)	5,14 (10)	23,01 (31)

2.4 WP4 – Dissemination and Liaison with FI-PPP

Objectives

- **Plan communication, marketing, dissemination and networking activities**
- **Implement planned activities**
- **Produce and distribute collaterals/media**
- **Organize events and workshops with VC and start-up scene**
- **Create intensive liaison with FI-PPP community**

Report

With the strong brand name EuropeanPioneers, the accelerator made a major step into the accelerator industry of Europe. Ever since, the identity has been built around the high quality of

startup selection and execution of the program as well as FIWARE technology support. Several players in the industry see the potential of the program becoming a major corner stone in the European accelerator landscape. Further, the name and the program is a massive attention seeker, which leads to even more visibility of the brand.

2.4.1 T4.1: Planning and organization of communication strategy

Objectives

- **Definition of communication strategy**
- **Definition of KPIs for marketing and dissemination**
- **Identification of targets communities**
- **Selection of methodologies of communication for each target group**

Report

The community building around the new born brand has been done through several ways. First, personal connections that everyone as part of the consortium had were crucial in order to tie the brand against successful entrepreneurs and business executives, who are running the program. Further, events and conferences were a great leverage to communicate the “goal” of EuropeanPioneers.

The website, social media channels, and other documents were always shared with the same corporate identity in order to develop a sense of “recognition”. That was part of the clear communication strategy from the very beginning. The brand colors and the way of writing and speaking have been aligned. The program decided even to address everyone interested in the program (SMEs and startup entrepreneurs) with “pioneer” to build a relation between the audience and the program itself. Now, after having launched open calls under the umbrella of EuropeanPioneers, the social media channels like Facebook and Twitter are bridging the EuropeanPioneers–Audience and the EuropeanPioneers–Startups participating in the program.

New networks to the major stakeholders were build and existing networks strengthened. EuropeanPioneers established close links to different other projects and organizations within FI–PPP – such as the A16, CSAs such as FI–Business or FI–Impact, phase 2 use cases such as FI–content 2, the press office run by Ogilvy, FI–Core, CONCORD and the project I3H (today: iHub.eu).

During the second open call, EuropeanPioneers had already established a well–known brand among the startup ecosystems in Europe. The communications strategy therefore focused on communicating success stories, activating influencers close to EuropeanPioneers (e.g. mentors) & alumni of the 1st batch as well as reaching out to new entrepreneurs to promote the 2nd open call for funding through the FIWARE program EuropeanPioneers. Events in various forms still provided a suitable and successful communications instrument.

2.4.2 T4.2: Production and distribution of collaterals/media

Objectives

Carry out communication efforts planned in T4.1, e.g.:

- **Organise press conferences and press releases**
- **Provide audio, video, text to media for republishing (content pool)**
- **Establish presence in web and social media (including EuropeanPioneers website)**
- **Production of dissemination material**
- **Presence in media with advertisements, advertorials and editorial stories**

Report

Most of the material from the first open call was used once again for the second open call since they've been performing so well. Experts in press and marketing had participated in the creation of these materials and in the distribution into several channels, offline and online. The most obvious ones were flyers, roll-ups and posters, website, social media channels and press releases (these have been listed in the M9 report).

2.4.3 T4.3: Events and workshops with venture and start-up scene

Objectives

In this task the events and workshops to address the venture capital and start-up scene will be organized.

- **Launch large Kick-off event in Berlin**
- **Events and workshops in each country of the participants (Ireland, Germany, Finland and Poland) will be organized**
- **Satellite workshops in upcoming Fi-PPP or EU related major events will be organized**

Report

During the whole accelerator period, the EuropeanPioneers team with its five consortium partners (European Innovation Hub/etventure, Fraunhofer IAIS, Thoughtbox, Weblify and F-Secure) therefore attended or organized several events to raise further awareness of the FIWARE program and its benefits. The highlight of the run of the programme have been the two very successful demo days where the teams of the respective batches presented their business and their progress to a high-level audience of investors, influencers and other mentors and friends of 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. 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.

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. The EuropeanPioneers startups also participated in many of these events. Where they were able to share their experiences with FIWARE and pitch their businesses to new audiences. Those events were in cities such as Barcelona, Berlin, Dublin, Tel Aviv, Hannover, Salamanca or London, where the startup 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. As a result, the consortium partners experienced great interest in the acceleration program – either during the first or the second Open Call, which 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.

2.4.4 T4.4: Liaison with FI-PPP projects and activities

Objectives

- **Networking and exchange with FI content (ongoing activities, requirements of SMEs, joint dissemination of success stories)**
- **Networking and exchange with FI-ware (establish communication to FI-Lab, feedback and requirements from SMEs)**
- **Networking and exchange with CONCORD (business oriented activities, continuation in EBM Working Group mainly by Fraunhofer)**
- **Liaison with CSA projects (Objective 1.9 - exchange tools and experiences in business modelling, matchmaking between SMEs and financial community)**
- **Networking with IP project (Objective 1.9 - optimize FI-PPP platform)**
- **Intensify dialogue between ExpaMeco and EIT ICT Labs (mainly Berlin, Helsinki)**

Report

Several partners of EuropeanPioneers are active consortium or board members of FI-PPP projects and organizations like Fcontent2, I3H and the 16 FIWARE accelerators (A16). Such networks and interconnections help exchanging information and understanding the strength, weaknesses and challenges of the FIWARE ecosystem. Furthermore, it lowers the entry barrier for common activities from press releases towards organizing joint information events. Especially, several such events took place around the time of the first and the second Open Call to advertise for the acceleration program and inform interested SMEs about the FIWARE technologies and ecosystem. Additional (regular) networking activities were established to provide technical FIWARE support and to ensure a regular exchange were expedient.

EuropeanPioneers currently work on improving the exchange between the A16 on a technical (FIWARE) level. Furthermore, the development of a closer collaboration with the non-FI-PPP organization "FIWARE association" pushing exchange and networking between FIWARE users is in progress. Such decentralized initiatives started by users for the users of FIWARE are considered to be very valuable for a sustainable and open FIWARE community.

Work Package 4: Use of Resources (March 2015 - May 2016)

Number of beneficiary	Short name of beneficiary	Task 4.1 Person Months 10- 24M (Person Months 24M)	Task 4.2 Person Months 10- 24M (Person Months 24M)	Task 4.3 Person Months 10- 24M (Person Months 24M)	Task 4.4 Person Months 10- 24M (Person Months 24M)	WP4 total
1	EIH (coordinator since 1/2015)	1,26	0,24	5,71	3,47	10,68
<i>TP</i>	<i>SI (TP)</i>	<i>0,17</i>	<i>1,55</i>	<i>2,39</i>	<i>0,00</i>	<i>4,11</i>
<i>TP</i>	<i>ETV (TP since 1/2015)</i>	<i>1,23</i>	<i>0,53</i>	<i>0,55</i>	<i>0,00</i>	<i>2,32</i>
2	FhG	0,00	0,12	0,58	4,21	4,91
3	ThoughtBox	0,00	0,00	1,77	0	1,77
4	Weblify	0,23	0,3	0,53	0	1,06
5	F-Secure	0,00	0,00	0,1	0	0,1

6	ETV term. (coordinator 06-12/2014)	0,00	0,00	0,00	0,00	0,00
	ETV / EIH total	2,66	2,32	8,65	3,47	17,1
	TOTAL	2,89 (10)	2,74 (3)	11,63 (7)	7,68 (4)	24,94 (24)

3 DELIVERABLES AND MILESTONES TABLES

Delive- rable No	Delive- rable name	WP	Lead Benef.	Diss- em. level ¹	Deli- vered	Actual / forecast delivery date
D1.3.2	Report on result of 2nd Open Call evaluation	1	EIH	PP	YES	Deliverables were handed in collectively in May/June 2016 in accordance with project officer.
D2.1.2	Report on status, progress and business perspectives of SME projects of 2nd Open Call	2	EIH	PP	YES	Deliverables were handed in collectively in May/June 2016 in accordance with project officer.
D2.2.1	12 Minimum Viable Products making use of Future Internet technologies as a result of 1 st Open Call projects	2	EIH	PU	YES	Deliverables were handed in collectively in May/June 2016 in accordance with project officer.
D2.2.2	13 Minimum Viable Products making use of Future Internet technologies as a result of 2 nd Open Call projects	2	EIH	PU	YES	Deliverables were handed in collectively in May/June 2016 in accordance with project officer.
D2.3.1	Report on user tests with the prototypes of 1 st Open Call	2	EIH	PU	YES	Deliverables were handed in collectively in May/June 2016 in accordance with project officer.
D2.3.2	Report on user tests with the prototypes of 2 nd Open Call	2	EIH	PU	YES	Deliverables were handed in collectively in May/June 2016 in accordance with project officer.
D2.4.1	Business models and VC perspectives for SME prototypes of 1 st Open Call	2	EIH	CO	YES	Deliverables were handed in collectively in May/June 2016 in accordance with project officer.

¹ PU = Public

PP = Restricted to other programme participants (including the Commission Services).

RE = Restricted to a group specified by the consortium (including the Commission Services).

CO = Confidential, only for members of the consortium (including the Commission Services).

Make sure that you are using the correct following label when your project has classified deliverables.

EU restricted = Classified with the mention of the classification level restricted "EU Restricted"

EU confidential = Classified with the mention of the classification level confidential "EU Confidential "

EU secret = Classified with the mention of the classification level secret "EU Secret "

Delive- rable No	Delive- rable name	WP	Lead Benef.	Diss- em. level ¹	Deli- vered	Actual / forecast delivery date
D2.4.2	Business models and VC perspectives for SME prototypes of 2 nd Open Call	2	EIH	CO	YES	Deliverables were handed in collectively in May/June 2016 in accordance with project officer.
D3.1.2	Report on training material and support structures for SMEs (2 nd version)	3	FhG	PU	YES	Deliverables were handed in collectively in May/June 2016 in accordance with project officer.
D3.2.1	Adapted Enablers for Minimum Viable Products (1 st iteration)	3	FhG	PP	YES	Deliverables were handed in collectively in May/June 2016 in accordance with project officer.
D3.2.2	Adapted Enablers for Minimum Viable Products (2 nd iteration)	3	FhG	PP	YES	Deliverables were handed in collectively in May/June 2016 in accordance with project officer.
D3.3.1	Report on the evaluation criteria and procedures for evaluating Future Internet technologies	3	FhG	PP	YES	Deliverables were handed in collectively in May/June 2016 in accordance with project officer.
D3.3.2	Report on the product-readiness of Future Internet technologies	3	FhG	PP	YES	Deliverables were handed in collectively in May/June 2016 in accordance with project officer.
D4.3.1	Report on events and workshops with venture and startup scene in Y1	4	Thoug htbox	PU	YES	Deliverables were handed in collectively in May/June 2016 in accordance with project officer.
D4.3.2	Report on events and workshops with venture and startup scene in Y2	4	EIH	PU	YES	Deliverables were handed in collectively in May/June 2016 in accordance with project officer.
D4.4.1	Report on networking with FI-PPP ecosystem (1 st iteration)	4	FhG	PU	YES	Deliverables were handed in collectively in May/June 2016 in accordance with project officer.

Delive- rable No	Delive- rable name	WP	Lead Benef.	Diss- em. level ¹	Deli- vered	Actual / forecast delivery date
D4.4.2	Report on networking with FI-PPP ecosystem (2 nd iteration)	4	FhG	PU	YES	Deliverables were handed in collectively in May/June 2016 in accordance with project officer.
D5.1.2	Periodic Management Report Y1 (H1 and H2)	5	EIH	CO	YES	Deliverables were handed in collectively in May/June 2016 in accordance with project officer.
D5.1.3	Interim Management Report H3	5	EIH	CO	YES	Deliverables were handed in collectively in May/June 2016 in accordance with project officer.
D5.1.4	Periodic Management Report Y2 (H3 and H4)	5	EIH	CO	YES	Deliverables were handed in collectively in May/June 2016 in accordance with project officer.
D5.2.2	Report on distribution of funds to web entrepreneurs and SMEs until M12	5	EIH	CO	YES	Deliverables were handed in collectively in May/June 2016 in accordance with project officer.
D5.2.3	Report on distribution of funds to web entrepreneurs and SMEs until M18	5	EIH	CO	YES	Deliverables were handed in collectively in May/June 2016 in accordance with project officer.
D5.2.4	Report on distribution of funds to web entrepreneurs and SMEs until M24	5	EIH	CO	YES	Deliverables were handed in collectively in May/June 2016 in accordance with project officer.

Mile-stone No	Mile-stone name	WP	Lead Benef.	Delivered	Actual/forecast delivery date	Comments
MS2	Finalization of the first round of projects	2,3,4	ETV/EIH	YES	02/2015 07/2015	The first set of projects (N=12) are finalized; user trials are carried out; new products and applications are available <i>The milestone was postponed due to the reduction of the number of open calls from three to two. The first batch was running from 12/2014 to 7/2015.</i>
MS3	Finalization of the second round of projects	1,2,3,4	ETV/EIH	YES	07/2015 04/2016	The second set of projects (N=13) are finalized; user trials are carried out; new products and applications are available <i>The milestone was postponed due to the reduction of the number of open calls from three to two. The second batch was running from 8/2015 to 4/2016.</i>
MS5	Successful completion of the project	4,5	ETV/EIH	YES	07/2015 & 05/2016 07/2015 & 05/2016	Demo Days for the two batches have been organized. The FI-PPP ecosystem is well established to the media world