Cloud Catalyst

D.5.10. Report on dissemination and communication activities (2)

Grant Agreement nr.	612 053
Project acronym	CloudCatalyst
Project title	Reenergize productivity, efficiency and competitiveness of European economy through Cloud Computing
Funding instrument	Coordination and support actions (CSA)
Due date	30/10/2015
Submission date	30/10/2015
Main editor (s)	EuroCloud
Contributor (s)	Portugal Telecom, UCM, Si.mobil, UPTEC

Project Co-funded by the European Commission within the 7th Framework Programme		
DISSEMINATION LEVEL		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
C	Confidential, only for members of the consortium and the Commission Services	

DOCUMENT CHANGE LOG

Version	Date	Editor	Modified pages	Summary of modifications
0.1	17.09.2014	Dalibor Baskovc	All	1st. Draft
0.2	23.09.2014	Paulo Calçada	All	Rework and scoping
0.3	20.10.2014	All partners	Section 5	Inputs of the individual dissemination activities performed by the partners
1.0	23.10.2014	Andreia Jesus	All	Final revision

FINAL VERSION CIRCULATED TO

Recipient	Entity	Date
Coordinator	PORTUGAL TELECOM	30/10/2015
European Commission	LARS PEDERSEN (PO)	30/10/2015

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Statement of Originality

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Executive Summary

The present deliverable is part of WP5 - Task 5.9 Report on dissemination and communication activities. The main objective of the Dissemination and Communication strategy is to promote the work carried out by the CloudCatalyst project, creating vehicles to widespread key information, such as the role, objectives and main activities, and to receive feedback and encourage synergies within similar initiatives.

The aim of CloudCatalyst is to provide useful tools that lead to the adoption of Cloud Computing in Europe. The project will set up a cross-border advice service for companies which intend to develop, adopt or deploy cloud solutions, considering their different needs and requirements, but always based on the assumptions and objectives defined by the European Cloud Computing Strategy.

The project will also contribute to a better positioning and recognition of the European Cloud Computing market by unlocking the full spectrum of the cloud channel value chain for the benefit of all, from the business software industry to the European individual citizen and consumer who should be given access to value-added services.

The dissemination and communication strategy is a key element for the global development of the CloudCatalyst project, once it will cross European borders and provide a common understanding platform for all different types of cloud stakeholders – including telcos, software companies, hardware and network equipment vendors and OTT providers. This strategy will also stimulate the provision and consumption of services efficiently in compliance to established cloud business strategy patterns.

The Dissemination and Communication Strategy has three major target groups:

- Software development and Scientific communities, involved in developing and deploying Cloud Computing solutions;
- Incubators at local, national and European levels;
- Large industries, SMEs, Startups and Entrepreneurs, with a high need of flexible and scalable solutions, who wish to adopt mobility and cloud solutions as a way to enhance productivity within their operations.

This project will help researchers and entrepreneurs sharing ideas on innovative products and services based on worldwide state of the art technology. It will also connect experts that have the know-how in the start-up scene, investors and business developers and start discussing how to build better and innovative solutions.

1 Purpose and scope of the deliverable

This deliverable aims to demonstrate CloudCatalyst Dissemination and Communication results and provide an accurate description of the activities developed during the second year of the project. All initiatives, which range from website and newsletters to events and videos, were foreseen in the project planning activities.

1.1 WP description and interrelation with other WPs

The presented report is part of WP5 – Dissemination and exploitation activities. The main objective of the WP5 is to develop all necessary tasks in order to achieve a large widespread propagation and understanding of CloudCatalyst outcomes and results benefits among all potential users and institutions, at local, regional, national and pan-European levels.

Through the communication vehicles we also intend to receive feedback and reactions on the project, in order to construct gathered knowledge which will enable efficient Cloud implementations in Europe. Other aims of the project are the establishment of links and encouragement of synergies within similar projects and initiatives, leading to the creation of a meeting point for organizations involved in Cloud provision. We also focus on facilitating the cooperation between territories and actors, in order to contribute to the integration and articulation of development policies and collaborative strategies, and, last but not least, to define a roadmap for the exploitation of project results.

In order to achieve maximum impact and ensure an appropriate growth of interest in the project, a set of other dissemination materials have been developed: 6 Newsletters; 8 Press Releases, 4 videos, a Project Poster and a mini-journal; the organization of the CloudCatalyst conferences, workshops and bootcamps.

2 Overall approach

2.1 Dissemination objectives

The CloudCatalyst Dissemination objectives are:

- To achieve a large widespread propagation and understanding of CloudCatalyst outcomes and results' benefits among all potential users and institutions, at local, regional, national and pan-European levels;
- To receive feedback and reactions on the project in order to construct gathered knowledge for the enabling of efficient Cloud implementations in Europe;
- To establish links and encourage synergies with similar projects and initiatives, for the founding of a meeting point for organizations involved in Cloud provision;
- To facilitate cooperation between territories and actors, thereby contributing to the integration and articulation of development policies and collaborative strategies;
- And finally, the definition of a roadmap for the exploitation of project results.
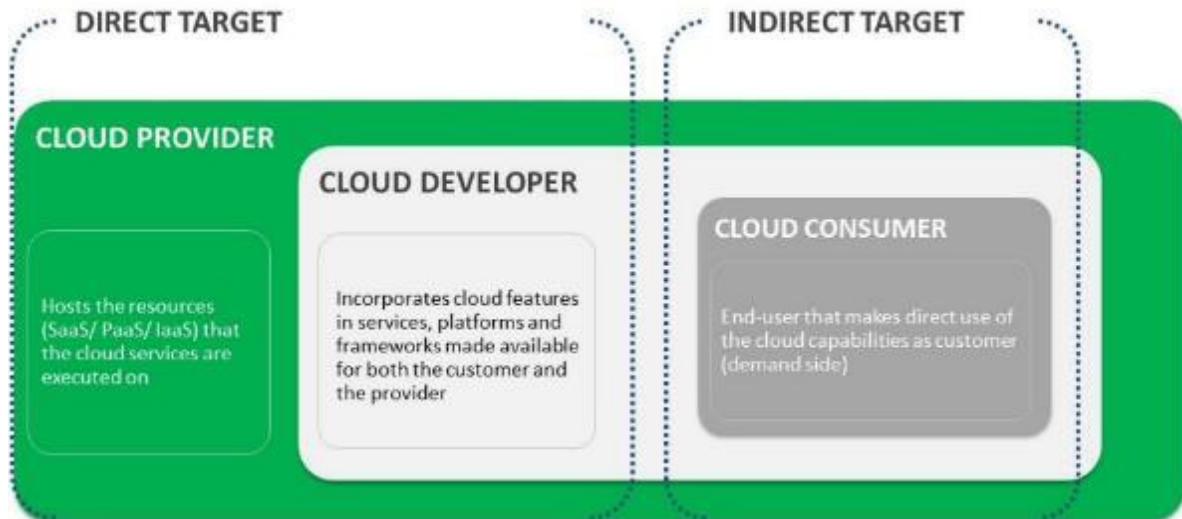
2.2 Dimensions and target groups

For a proper dissemination, creation of awareness, and growth of the project there were established several target groups at local, national and international levels. We intend for these groups to have an active participation and usage of project deliverables, providing feedback for gathered knowledge and performance indicators.

The target communities addressed by CloudCatalyst are:

- **Incubators**: CloudCatalyst is a platform aimed for startups and small companies, these entities are members of incubators which are willing to develop on top of and/or adopt cloud computing;
- **Software Community**: The Cloud Accelerator Toolbox, a mechanism that will be created by CloudCatalyst, might be used by the software development community for the promotion of an active exchange of knowledge, requirements and common interests in implementing collaboration models for the software community and entrepreneurs;
- **Science and Research Communities**: These communities contribute to the development and deployment of Cloud Computing solutions thanks to their research;
- **Different Types of Companies**: Large industries, SMEs, Startups and entrepreneurs, with a high need for cost-effective, highly flexible and scalable solutions; who wish to adopt mobility and cloud solutions as a way to enhance productivity within their operations;
- **General Public**: European individual citizens and consumers who shall be given access to a multitude of value-added services that foster the adoption of cloud computing solutions;
- **Other Major Stakeholders**: Telcos, software companies, hardware and network equipment vendors, and OTT providers, which can contribute to the definition of the services via surveys.

Segmentation by cloud stakeholder type:

DIRECT TARGET

INDIRECT TARGET

CLOUD PROVIDER

Hosts the resources
(SaaS/ PaaS/ IaaS) that
the cloud services are
executed on

CLOUD DEVELOPER

Incorporates cloud features
in services, platforms and
frameworks made available
for both the customer and
the provider

CLOUD CONSUMER

End-user that makes direct use of
the cloud capabilities as customer
(demand side)

Segmentation by company maturity:

NEW GENERATION STARTUPS

Building their businesses around cloud and that see cloud as the
natural answer to their IT needs

- Cloud computing is very attractive for new companies,
especially in the absence of an existing on-premise
infrastructure.
- Cloud startups are innovating in the way business is
conducted in the cloud, creating entirely new business
models for both product development and value
delivery.

EXISTING COMPANIES

With mature businesses and legacy systems on-premises that
have difficulties moving to the cloud

- The evolving capabilities of cloud computing will
catalyze significant disruptions to a broader array of
industries:
  - Banking
  - Government
  - ICT
  - Healthcare
  - Media
  - Education

2.3 Measure(s) of success

In order to assess the dissemination activities' impact the consortium has defined the following indicators:

Indicators	Expected Progress	
	Year 1	Year 2
Web Site visits: number of unique accesses	>1.500	>3.000
Newsletters: number of newsletters detailing the project progress	3	2
Workshops: number of workshops held to present project results to wider audiences	-	3
Bootcamps: number of bootcamps held to validate CloudCatalyst services	-	3
Conferences: number of events organized by the consortium	1	1
User engagement: number of people engaged in project activities		
• Number of EUROCLOUD partners to whom the newsletters will be sent	9.000	9.000
• Number of EUROCLOUD congress attendees which will also be invited to CloudCatalyst events and workshops	300	600
• Number of companies participating in EUROCLOUD innovation award which will be invited to attend CloudCatalyst events	200	450
• Number of SAPO CODEBITS attendees which will receive information about CloudCatalyst activities	400	800
• Number of entrepreneurs that are part of PT startup programme and that will be involved in CloudCatalyst activities	51	71
• Number of teams of START:CLOUD programme supported by Si.Mobil that will be invited to attend the bootcamp in Slovenia	17	26

Indicators	Expected Progress	
• Number of people participating in hands-on tutorials about building cloud services within the workshops, bootcamps and other events	25	50
• Number of cloud entrepreneurial projects supported by UPTEC that will be invited to attend the bootcamp in Portugal	20	30

Table 1: Dissemination and communication indicators

The objectives have been achieved and, in the case of newsletter, an extra edition was done to communicate the results of the project and announce the final conference.

3 Online activities and media coverage

3.1 Website statistics

The website statistics show two different graphs: "Top days" of traffic, with the exact number of visits on the day mentioned; "Top pages" of traffic, with the highest visited pages throughout the project, and "Top Countries" showing where traffic comes from and the respective number of visits.

In the graphs bellow it is possible to see which were the days with a greater number of visitors to the website – Fig. 1 – Top Days; the most visited pages, and how many visits each of those pages had – Fig. 2 – Top Countries.
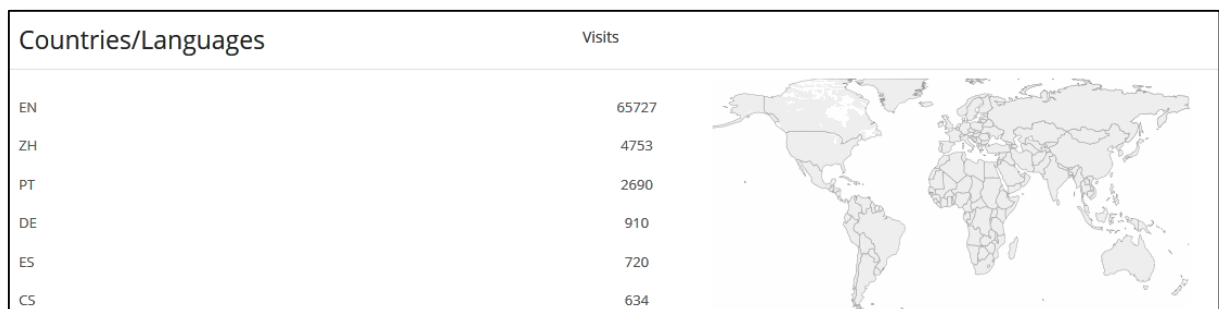
Top Days - Unique visitors	Visits
December 28, 2014	328
February 27, 2015	325
March 6, 2015	322
March 2, 2015	320
March 9, 2015	311

Fig. 1 - Top days

Countries/Languages	Visits
EN	65727
ZH	4753
PT	2690
DE	910
ES	720
CS	634

Fig. 2 – Top Countries

3.2 Social Media

Social media are strong tools for the communication of the project and the dissemination of the activities being carried out. In order to be able to achieve high a dissemination impact the project has focus its efforts in two main dissemination tools: newsletters and press-releases.

In order to allow a closer relationship between CloudCatalyst and its stakeholders with the relevant target groups, it is important to use diverse communication channels, in this case Social Media.

The Social Media channels chosen by the project were LinkedIn, Twitter and Eventbrite.

LinkedIn (Fig. 4), being a professional network, offers a differentiated online positioning to the project. This network allows CloudCatalyst to promote the project, and

to stimulate the discussion on the CloudComputing and the role of the Project. **Up to now Cloud Catalyst LinkedIn group counts with 87 members (15-10-2015)**
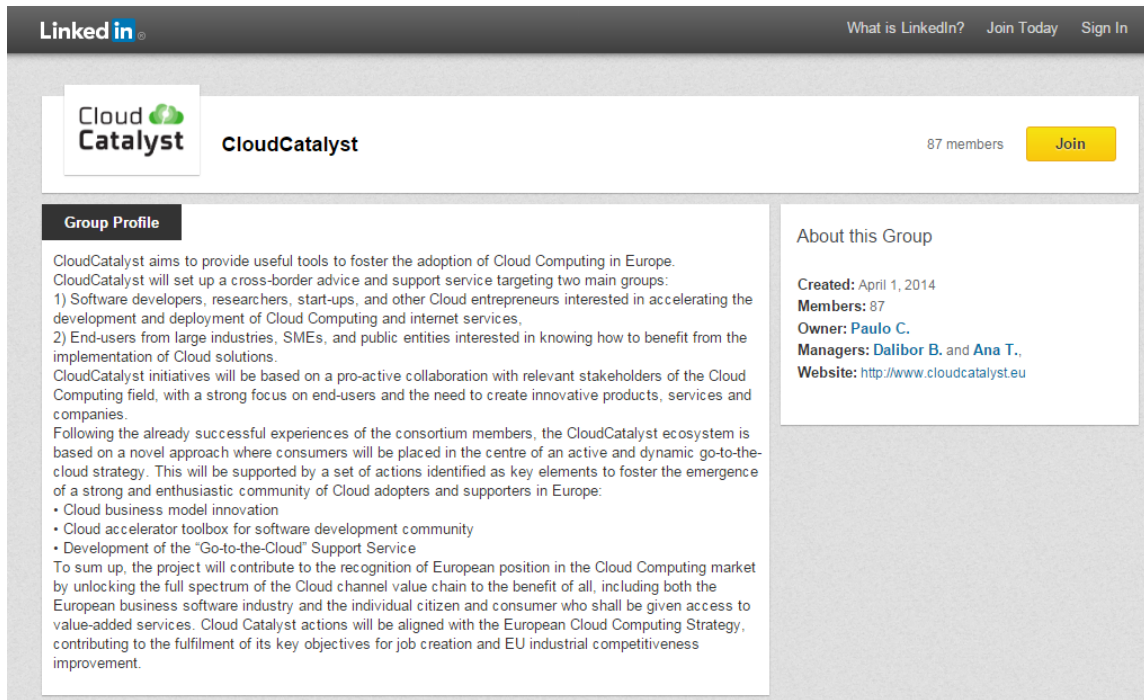

Fig. 2 – CloudCatalyst Linkedin page

Twitter (Fig. 5), as a fast pace public network, is important to maintain people aware of the CloudCatalyst progress and news immediately with the dissemination of small pieces of appealing information. **CloudCatalyst Twitter has 115 followers, and is following 101 members. (28-10-2015)**

Eventbrite (Fig. 6), as event management platform, has been used to plan and control the registrations of three CloudCatalyst events. Eventbrite registrations in each event:

- #GOTOCLOUD - Cloud Opportunities for Startups and SMEs (Oct 22, 2015) – 46 registrations
- CloudCatalyst Bootcamp Porto (Jul 1, 2015) – 49 registrations
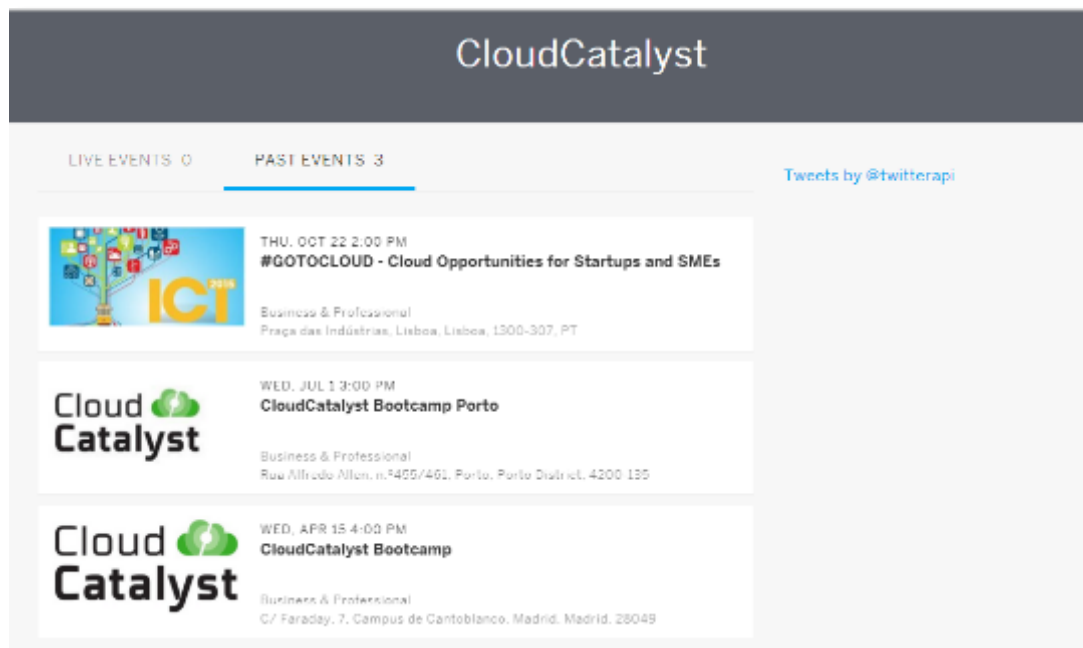- CloudCatalyst Bootcamp Madrid (Apr 15, 2015) – 29 registrations

Fig. 4 – CloudCatalyst Eventbrite events

3.3 Newsletters

CloudCatalyst online newsletter has been regularly distributed to subscribers with the main highlights of the project in a specific period.

On the bellow chart "Newsletter Subscribers" it is possible to analyze the evolution of the number of direct subscribers, and we can easily observe that there was a substantial growth in these values, the growth of subscribers was accentuated with the CloudCatalyst events which generated a bigger buzz and interest on the project.

Newsletters Subscribers

June '14	August '14	October '14	April/May '15	August '15	October '15
91	381	720	1011	1043	1048

Newsletters Subscribers

The newsletters sent during the second year of the project are the following:

CloudCatalyst Newsletter #4

- Sent in March 2015, had as main subjects, the announcement of the first CloudCatalyst Bootcamp to be held in Madrid; a review on the CloudCatalyst Bootcamp organized in Lisbon, and also two final articles announcing the release of the Technical Challenges Report and Cloud Computing Trends Report. The newsletter finalized with a close-up to on the CloudWATCH meeting in which the Consortium was present.
  - o CloudCatalyst Newsletter #4 Results: The Newsletter was sent to the 1091 Mailing Subscribers, it was sent in two separate mailings, the first with a 26% opening rate, and the second with a 23.1%. The opens from the first mailing were mainly made by subscribers from USA (20.1%), Portugal (19.5%) and France (11.2%); and the second mainly from Slovenia (30.8%), Germany (15.4%) and USA (14.1%).

CloudCatalyst Newsletter #5

- Sent in August 2015 having as main subjects, the arrive of the Go-to-the-Cloud Service; the dissemination of the project main results through Infographics; the CloudCatalyst Madrid and Porto Bootcamps review and, finally, a short article of the CloudCatalyst project presence in NetFutures 2015.
  - o CloudCatalyst Newsletter #5 Results: the Newsletter had a 24.1% opening rate. The opens were mainly made by subscribers from USA (18.7%), Portugal (16.2%) and Slovenia (12.8%).

CloudCatalyst Newsletter #6

- Sent in October 2015 having as main subjects the CloudCatalyst Annual Conference, the arrive of the Go-to-the-Cloud Service; the CloudCatalyst Ljubljana Bootcamp review and, finally, a short article of the CloudCatalyst project presence in Startup Olé! 2015.

3.4 Press releases

In order to maintain contact with press, during the second year of the project, four EU Press Releases have been sent. Local partners also sent press releases at national level, especially to promote local events.

These documents have been sent to local, European and international media in order to keep them updated about the CloudCatalyst project.

- Press Release 5 | 28th October 2014 | CloudCatalyst Communicates results for "Cloud Computing Trends 2014":

  http://www.cloudcatalyst.eu/?press-release=press-release-5-cloudcatalyst-communicates-results-for-cloud-computing-trends-2014-survey

- Press Release 6 | 2nd April 2015 | CloudCatalyst announces the first European Bootcamp in Madrid:

  http://www.cloudcatalyst.eu/?press-release=press-release-6-cloudcatalyst-announces-the-first-european-bootcamp-in-madrid

- Press Release 7 | 26th June 2015 | CloudCatalyst takes ahead the second European Bootcamp:

  http://www.cloudcatalyst.eu/?press-release=press-release-7-cloudcatalyst-takes-ahead-the-second-european-bootcamp-in-oporto

- Press Release 8 |12th October 2015 | CloudCatalyst announces #GOTOCLOUD Event:

  http://www.cloudcatalyst.eu/?press-release=press-release-8-cloudcatalyst-announces-gotocloud-event

3.5 Media Coverage

The CloudCatalyst project had relevant media coverage mainly in the specialized online news site. The majority of articles were launched after the announcement of the project leader, and the official launching of the project.

- On February 2nd 2015, La Lettre du Cloud published about CloudCatalyst.

The title of the article is: Le Consortium CloudCatalyst démystifie les freins à l'adoption du Cloud.

http://lalettreducloud.com/2015/02/17/le-consortium-cloudcatalyst-demystifie-les-freins-a-ladoption-du-cloud/

- On February 13th 2015, Eurocloud Slovenia published about CloudCatalyst.

The title of the article is: Startup CloudCatalyst bootcamp – Madrid – april 2015.

http://eurocloud.si/lang/sl/2015/02/13/startupbootcampmadrid2015/

- On February 20th 2015, Loogic published about CloudCatalyst.

The title of the article is: TAU Innovation Day y Cloud Catalyst Bootcamp para emprendedores internacionales. http://loogic.com/tau-innovation-day-y-cloud-catalyst-bootcamp-para-emprendedores-internacionales/

- On April 2nd 2015, Eurocloud Malta published about CloudCatalyst.

The title of the article is: CloudCatalyst Bootcamp in Madrid.

http://www.eurocloud.org.mt/cloud-catalyst-bootcamp-madrid/

- On April 15th 2015, Multidub published about CloudCatalyst.

The title of the article is: CloudCatalyst Bootcamp.

http://www.multidub.com/es/blog/tag/cloud-catalyst-bootcamp/

- On June 22nd2015, Fibra published about CloudCatalyst.

The title of the article is: Os desafios e tendências da cloud debatem-se neste bootcamp. http://www.fibra.pt/internet/28560-os-desafios-e-tendencias-da-cloud-debatem-se-neste-bootcamp.html

- On June 22nd 2015, SapoTek published about CloudCatalyst.

The title of the article is: Bootcampt no UPTEC ajuda a potenciar negócios com a ajuda da cloud.

http://tek.sapo.pt/expert/artigo/bootcampt_no_uptec_ajuda_a_potenciar_negocios_com_a_ajuda_da_cloud-1445311tek.html

- On June 23rd 2015, PC Guia published about CloudCatalyst.

The title of the article is: Porto recebe o CloudCatalyst Bootcamp.

http://www.pcguia.pt/2015/06/porto-recebe-o-cloudcatalyst-bootcamp/

- On June 23rd 2015, Computer World published about CloudCatalyst.

The title of the article is: UPTEC e PT Portugal organizam CloudCatalyst Bootcamp. http://www.computerworld.com.pt/2015/06/23/uptec-e-pt-portugal-organizam-cloudcatalyst-bootcamp/

- On June 24th 2015, UPorto published about CloudCatalyst.

The title of the article is: UPTEC recebe primeiro CloudCatalyst Bootcamp de Portugal. http://noticias.up.pt/uptec-recebe-primeiro-cloudcatalyst-bootcamp-de-portugal/

- On June 24th 2015, Aberto de Madrugada published about CloudCatalyst.

The title of the article is: CloudCatalyst Bootcamp no Porto de 1 a 3 de Julho. http://abertoatedemadrugada.com/2015/06/cloudcatalyst-bootcamp-no-porto-de-1-3.html

- On June 2015, UPTEC published about CloudCatalyst.

The title of the article is: Porto recebe primeiro CloudCatalyst Bootcamp nos dias 1, 2 e 3 de Julho. http://uptec.up.pt/noticia/porto-recebe-primeiro-cloudcatalyst-bootcamp-nos-dias-1-2-e-3-de-julho

- On June 23rd 2015, Portugal Telecom published about CloudCatalyst.

The title of the article is: Portugal and UPTEC accelerate implementation of cloud in Europe. http://www.portugaltelecom.pt/InternetResource/PTSite/UK/Canais/Media/DestaquesHP/Highlights_2015/catalyst_event.htm

- On June 23th 2015, Portugal News published about CloudCatalyst.

The title of the article is: UPTEC e PT Portugal organizam CloudCatalyst Bootcamp. http://www.portugalnews.pt/tecnologia/uptec-e-pt-portugal-organizam-cloudcatalyst-bootcamp/

- On June 24th 2015, WN.com published about CloudCatalyst.

The title of the article is: UPTEC recebe primeiro CloudCatalyst Bootcamp de Portugal (Universidade do Porto).

http://article.wn.com/view/2015/06/24/UPTEC_recebe_primeiro_CloudCatalyst_Boot camp_de_Portugal_Uni/

- On June 24th 2015, Telecompaper published about CloudCatalyst.

The title of the article is: PT Portugal, UPTEC promote cloud start-ups bootcamp. http://www.telecompaper.com/news/pt-portugal-uptec-promote-cloud-start-ups-bootcamp--1088926

- On June 30th 2015, JPN published about CloudCatalyst.

The title of the article is: Porto: O CloudCatalyst Bootcamp quer "acelerar novas ideias de negócio" ligadas à "nuvem". http://jpn.up.pt/2015/06/30/porto-cloudcatalyst-bootcamp-quer-acelerar-novas-ideias-negocio-ligadas-nuvem/

- On August 3rd 2015, Eurocloud Slovenia published about CloudCatalyst.

The title of the article is: EuroCloud participates within CloudCatalyst bootcamp in Ljubljana. http://eurocloud.si/lang/sl/2015/08/03/eurocloud-participates-within-cloudcatalyst-bootcamp-in-ljubljana/

- On October 4th 2015, najdi.si published about CloudCatalyst.

The title of the article is: Tridnevni festival zagonskih podjetij Start:Cloud & CloudCatalyst bootcamp. http://novice.najdi.si/predogled/novica/f1c793fb7055718c658eeaeeca428d93/Mladip odjetnik-si/Znanost-in-IT/Tridnevni-festival-zagonskih-podjetij-Start-Cloud-CloudCatalyst-bootcamp

- On October 5th 2015, Telecompaper published about CloudCatalyst.

The title of the article is: Si.mobil organizes CloudCatalyst bootcamp. http://www.telecompaper.com/news/simobil-organizes-cloudcatalyst-bootcamp--1105940

- On October 12th 2015, Eurocloud Slovenia published about CloudCatalyst.

The title of the article is: GOTOCLOUD event in Lisbon - Oct 22nd. http://eurocloud.si/lang/sl/2015/10/12/gotocloud-event-in-lisbon-oct-22nd/

- On October 13th 2015, Hola Cloud published about CloudCatalyst.

The title of the article is: #GOTOCLOUD – Cloud Opportunities for Startups and SMEs. http://www.holacloud.eu/gotocloud-cloud-opportunities-for-startups-and-smes/

4 CloudCatalyst events

During the second year of the project, the consortium has organized public events to promote the results achieved and involve the entrepreneurs' community in the project. The following formats have been explored:

- Annual conference, in ICT 2015 event where experts in ICT related topics have presented results, and topics relevant for the target public of the event;
- Workshop in Lisbon, organized to discuss business-related matters about cloud expansion and funding opportunities;
- Bootcamp, a 3-day event with entrepreneurs to discuss go-to-market strategies and cloud acceleration tools.

4.1 Annual Conference in Lisbon, Portugal | #GOTOCLOUD

The CloudCatalyst second and final event was held on October 22nd 2015, in Lisbon, Portugal. The event was co-organized with MO-BIZZ, and had the support of the European funded projects AppHub, Riscoss, ECIM, Sesame Net and Cloud for Europe. The #GOTOCLOUD was a parallel event to the ICT 2015, being the perfect meeting point for technology companies that want to grow faster within, and through, the Cloud.

The major objectives of the conference were: to serve as a vehicle to deliver interesting opportunities to the new generation of European business Start-Ups and SMEs; showcase the results of CloudCatalyst project.

Fig. 5 - CloudCatalyst final conference in ICT 2015

Event Title: #GOTOCLOUD – Cloud Opportunities for Startups and SMEs

Agenda:

14.00 | OPENING

Inês Santos Silva | Startup Pirates

- **The European Startup Ecosystem: Facts and Figures**

14.10 | GO-TO-THE-CLOUD TODAY

PT, EuroCloud

- **Accelerate with CloudCatalyst**

Max Ditzel

- **Think like a Startup: Steps to define your Strategy**

14.35 | FUTURE TRENDS

Lutz Schubert

- **Future Trends in Cloud Research**

Linda Strick

- **Cloud4Europe**

Karen Padmore

- **HPC is here**

15.30 | CLOUD MARKETPLACES: BUSINESS OPPORTUNITIES

A.Cruz

- **Mo-Bizz Marketplace**

João Batalha

- **PHC – Service Value Proposition**

C. Roupas

- **ECIM – European Cloud Marketplace for Intelligent Mobility**

16.15 | OPEN SOURCE MARKETPLACES

Deussen / C. Thomas

- **AppHub – European Open Source Marketplace**

Angelo Susi

- **RISCOSS – Managing Risk in Open Source Projects**

16.45 | STARTUP MIX: CLOUD, IOT AND BIG DATA

Venian

Helppier

Healthy Road

4.2 Workshop in Lisbon

On the 28th of January a CloudCatalyst Workshop took place in Lisbon, as a part of the event "Innovation in the Cloud", organized by Portugal Telecom. This two-day event had as main target Start-ups and SMEs, gathering around 50 people with the objective of sharing ideas and discussing strategies about Cloud adoption.

The event gathered national and international Cloud Projects financed by European Commission (MO-BIZZ, MCN, T-NOVA, MobiCloud, OPENi, FITMAN, SeaClouds and MODAcloud,), with the objective of unveiling the developed work, its possible impact and stimulating the development of the partnerships between the projects.

The morning of the 28th focused on Cloud Adoption, and the CloudCatalyst consortium, by the hand of Andreia Jesus and Rui Ribeiro, had the opportunity of sharing insights on the Cloud, mainly the recent results of the CloudCatalyst Survey such as Cloud Trends (Services, Adoption Triggers and Inhibitors) and Critical Success factors. But, more than that, we had the opportunity of collecting valuable information on the view of Start-ups on how to grow in the Cloud and access EU funding opportunities.

Fig. 6 - CloudCatalyst Workshop in Lisbon

The event went on during the afternoon when the discussion drifted to the Telcos' role in the Cloud focusing on SDN and NFV technologies, with speakers from PT Portugal, universities and main operators and cloud suppliers such as Cisco, Ericsson or HP.

On the 29th there was the presentation about Cloud Networking, Applications and Market Place which counted with the participation of MO-BIZZ, MCN, T-NOVA, MobiCloud, OPENi, FITMAN, SeaClouds and MODAcloud, all of them ICT FP7 projects.

The CloudCatalyst Workshop in Lisbon, as a part of the "Innovation in the Cloud" event, put the light on the Project results, helping us in the dissemination of Cloud guidelines

and best practices and projecting the future of young companies and entrepreneurs in Portugal.

4.3 CloudCatalyst Bootcamp in Madrid

Between the 15th and 17th of April CloudCatalyst Consortium launched the first CloudCatalyst Bootcamp in Madrid. Technology entrepreneurs were invited to participate in this 3 day event, held in the Madrid Science Park, with the objective of helping startups in their market definition and strategy design based on cloud solutions.

The event was based on a mentor/ team dynamics, counting with the presence of mentors from the CloudCatalyst Consortium that shared their insights and knowledge about Cloud trends, technologies and business models, helping startups on the establishment of a successful business strategy.

The Madrid Bootcamp counted with the presence of participant teams from different business areas such as **MultiDub** – a direct movie dubbing service –, **Gloshh** – a fashion social media network with an integrated marketplace platform –, or a cultural platform to be used while waiting for restaurant service.

During the event, CloudCatalyst mentor, Tomaz Frelih was also invited to participate in Tetuan Valley Startup School Spring edition, counting with more than 40 people eager to launch their innovative ideas.

Fig. 7 - CloudCatalyst Bootcamp in Madrid

The Bootcamp also had the **participation of the EU Projects EU-XCEL, StartupScaleup, and Welcome**, and was **supported by EuroCloud España, Bisite Accelerator, Tetuan Valley and Startup Spain**.

The topics discussed during the 3 days ranged from business modelling and lean strategy to the art of storytelling and pitching, but the topic that generated more buzz was related to customer discovery and profiling. Entrepreneurs were attracted to the search for the ideal customer, and keen on getting to know more on the CloudCatalyst tools presented for their market understanding and their product direction towards the customer needs.

4.4 CloudCatalyst Bootcamp in Porto

The second CloudCatalyst Bootcamp was held in Porto between the 1st and the 3rd of July. The event was hosted by UPTEC and joined entrepreneurs from several technological companies to discuss the best tools to trigger cloud-based businesses.

The bootcamp counted with the **participation** of **30 participants and 13 speakers** throughout the three days, who engaged on lively discussions in which cloud growth was the natural focus point!

Fig. 8 - CloudCatalyst Bootcamp in Porto

The bootcamp participants had the opportunity of listening to inspired **speakers** from diverse successful businesses: **Veniam** and **Farfetch**, who raised more than €200 million of funding, shared their experiences about how to scale and succeed in the cloud. Rui Costa from Veniam shared his recipes ("Scaling your Smart City Cloud Cookbook"), and Luis Carvalho from Farfetch talked about the amazing journey of his company ("Accelerated growth Tech Challenges").

The discussion between participants and speakers was active and dynamic, showing the growth of interest on the Cloud, its benefits and opportunities.

4.5 CloudCatalyst Bootcamp in Ljubljana

The third, and final, CloudCatalyst Bootcamp was held in Ljubljana - Slovenia between the 8th and the 10th of October. The event took place in Hekovnik, StartUp School joining entrepreneurs from several technological companies to discuss the best tools to trigger cloud-based businesses.

The Bootcamp was based on a mentor/ team dynamics that during the three days shared their questions, insights and knowledge on the Cloud, all with the objective of helping startups on the establishment of a successful business strategy.

Fig. 9 - CloudCatalyst Bootcamp in Ljubljana

The event Agenda counted with diverse Cloud Experts that helped attaining the main CloudCatalyst Bootcamp objectives of assisting the participating entrepreneurs on the finding of their perfect market segmentation, the main users/costumers of their services, or products, and on how to scale their business.

This final CloudCatalyst Bootcamp showed, once again, through dynamic discussions the growing interest of Entrepreneurs in finding new business opportunities and solutions through Cloud.

5 Presentations in external events

5.1 Concertation Meeting | Unit E2 Software & Services

CloudCatalyst Consortium was invited to participate on the 2nd 2014 Concertation Meeting 2014, organized by CloudWATCH and the EU Commission.

In this Concertation the CloudCatalyst Consortium had the opportunity to recommend a few topics that we thought should be on the 2016-2017 Work Programme. The **topics** suggested were:

1. More measures should be taken to improve European businesses' position in the Cloud Computing market, fostering the emergence of a strong and enthusiastic community of cloud adopters and supporters in Europe. Defining with EU startups (or their representatives) actions to support cloud business model innovation and go-to-market strategies joining large and small companies.
2. Future projects should have a very strong market orientation and be built upon business and technological experience of top industrial and research partners that are seen as a reference in the area of Cloud Computing technologies. New topics should be focused on the creation of real businesses, i.e. new companies, with real products and services, to boost EU businesses competitiveness.

In this event the Consortium also informed about **further project plans**.

- **Strategic planning for cloud innovation**: Investigate business issues in Cloud Computing. The work developed will take into account socio-economic and technical issues, as well as consumers' requirements and providers' main challenges, specially SMEs.
- **Creation of a cloud accelerator toolbox:** Promoting active exchange of knowledge, requirements and common interests in implementing collaboration models for the software community and entrepreneurs. The main output will be a Cloud accelerator toolbox with guidelines and best practices for the developers' community, entrepreneurs, technical transfer units, start-up incubators and other stakeholders that can have an important role in fostering Cloud Computing uptake.
- **Development of a Go-to-the-Cloud support service:** Implementations of a support service for information sharing and dissemination, coaching and consulting to EU SMEs and other key stakeholders interested in the development and implementation of Cloud solutions. The project will study the impact of using open-sourced and proprietary support technologies and strategies for enhancing the full capacities of both models. The Go-To-The-Cloud support service will also have a special area dedicated to consumers/end-users.

During this Concertation the CloudCatalyst **achievements** were also communicated**.** For the CloudCatalyst identification of enablers for Cloud innovation it was made the study of the current cloud trends in different EU countries in order to identify the major potential for advanced uses of Cloud solutions. The identification was made through the following activities achieved:

- **Benchmarking exercise completed:** identifying the main technologies, support policies, funding available and EU incubators to assess the remaining gaps, strengths, weaknesses and opportunities for cloud computing.
- **Cloud Computing Trends survey has been done:** More than 260 answers had already been collected by the time of event, this gave the opportunity of analyzing the main drivers and barriers to cloud adoption, the main market players, and important data security issues.
- **Definition of critical success factors to overcome most common challenges to cloud expansion.** This report has been created using the insights of coordinators of EU funded projects related to cloud computing.

5.2 OpenNebula Conference 2014

From the 2nd to the 4th of December 2014 Berlin received the OpenNebula Conference. The annual Conference united more than 80 participants from countries like Austria, Belgium, England or India, all with the will of sharing experiences and use cases on the Cloud.

The 2014 Conference counted with impressive speakers such as Puppet Labs and Runtastic who shared their insights on Cloud-based businesses. This event is one of the great meeting points of discussion of ideas and development of the Cloud, and the CloudCatalyst could cold be a part of it, presenting the project, and all the tolls that can impulse the Cloud Ecosystem development.

5.3 CloudScape VII 2015

On the 9th and 10th of March, in Brussels – Belgium, one of the premium events on the Cloud took place, the CloudScape VII. The CloudScape 7th annual workshop was taken under the motto "A Smart and Secure Network", counting with the participation and sponsorship of prestigious agents of the Cloud Ecosystem namely Cisco, Microsoft, VMware and CloudSigma.

The event counted with 45 speakers and a mixed audience of past attendees and newcomers composed by Research & Academia (**38%),** Large Enterprises & SMEs (**35%)**, Government & Policy (**17%) and** Press, Media & non-profit **10%**, with a total rounding 160 people.

The CloudScape approached four big topics, opening them to presentation and debate by speakers and participants: "Addressing Challenges to Cloud Adoption"; "Cloud for the Public Sector"; "SME's the Backbone of the European Economy", and "New Service and Software for the European Market".

The CloudCatalyst consortium had the opportunity of participating in this major event being represented by Dalibor Baskovc – EuroCloud Europe, who presented the CloudCatalyst project and our work towards Startup and SME cloud adoption enablement.

During the CloudCatalyst contribution Dalibor Baskovc presented the CloudCatalyst aim of supporting Entrepreneurs eager to go-to-the-cloud (Cloud Providers and Users) and the support services given to their cloud strategy. Having the opportunity of unveiling several support services which will be made available by CloudCatalyst, cloud accelerator

toolbox; go-to-the-Cloud service; strategic planning for cloud adoption and external environment analysis; dissemination of results on major cloud trends and critical success factors.

Fig. 10 - CloudScape VII 2015

The **DG-CONNECT projects were also highly represented with over 24** projects with an active part on the event such as **MARKOS, SLA-Ready, Clouding SMEs, CloudCatalyst, BEACON, INDIGO-DATACLOUD, EMOS, EU Brazil Cloud Connect**, **BeTaas, COMPOSE, HARNESS, CELAR, Cloudscout,** AppHUB, ARTIST, CloudWATCH, coherent-PAAS, PICSE, Learn Big Data project, Life+EU, MyMeedia – FIRE.

Once again the CloudCatalyst consortium was able to showcase the project, sharing insights on the importance of the Cloud for SME's and Startups, and on how we could support them on achieving success.

5.4 Lisbon Investment Summit | #LIS2015

On June 4th and 5th, Lisbon was the place for the Lisbon Investment Summit 2015. The #LIS2015, organized by Beta-I and Lisbon Challenge, had as main objective to connect the best international startups with top investors and innovators, enabling quality networking and hands-on experiences

The #LIS2015 intended to be attractive and interesting event for all participants, having this in mind the event had an innovative approach based on mentoring and workshops all providing hands-on experiences for the building, and sharing, of knowledge.

The CloudCatalyst participated in this event having the opportunity of showcasing the project highlights and main findings, contributing for the project future growth and reinforcing the position as a support service to leverage Cloud-based businesses.

5.5 Startup Olé! 2015

Between the 9th and the 11th of September, Salamanca was the stage for the European actors of the Tech-Entrepreneurial ecosystem with the **Startup Olé! Event**.

This event, organized by Welcome and Startup Europe, had the objective of boosting the tech ecosystem through the involvement of the most relevant startups, accelerators, corporates and investors from all Europe. It counted with the presence of Startups from the European Ecosystem willing to share their thoughts and experiences on the Cloud.

Three days of active knowledge exchange in which the CloudCatalyst project had the opportunity to present the main findings from our project, including trends, business models and main challenges of the European Cloud Community.

5.6 European Researcher's Night

The European Researcher's Night was held on the 25th of September in Madrid. This event, under Horizon 2020 specific programme "Excellent science", was organized by Fundación para el Conocimiento madri+d. Education, Youth and Sports Regional Department of Regional Government of Madrid, gathering researchers from several areas of expertise with the objective of increasing public awareness of the research and innovation activities taken ahead by the most diverse areas of scientific expertise.

CloudCatalyst was represented in the event by Carlos Martín Sánchez – Universidad Complutense de Madrid – with a small workshop entitled "Research in the Clouds: Leveraging Cloud Computing". The participation had as main objective the generation of awareness for Cloud solutions through the presentation of Cloud Computing, and the opportunity of having hands-on experiences that comprehended the configuration of small private clouds.

5.7 6th Eurocloud Congress | 2015

From the 7th to the 9th October Barcelona – Spain received the 6th Eurocloud Congress, an event held under the motto "The Future of Cloud in Europe". The EuroCloud Congress is one of the biggest Cloud Events with the participation of up to 900 Cloud Stakeholders from all over Europe, such as Cloud Costumers, Cloud Providers, R&D, Universities, Media and Press, among others.

The CloudCatalyst was a part of the event with the participation of Dalibor Baskov on the Session held on the first day, "EU Cloud Funding Projects", alongside with UE projects Clouding SME and SLALOM. This was a great opportunity to showcase the CloudCatalyst project strategy and tools to support Startups and SMEs in order to attain business success through the Cloud.

5.8 ICT 2015 | Booth and networking session

The ICT 2015 - Innovate, Connect, Transform, took place in Lisbon, Portugal, from the 20th to the 22nd of October. This event, co-organized by the European Commission and the Fundação para a Ciência e a Tecnologia, is one of the major events regarding Information Technology in Europe, the stage for projects presentation and affirmation, an event that assures Europe's economic growth through its technological development and innovation.

The CloudCatalyst had the opportunity of being a part of this event represented with its own **booth**, among 150 participants, at the Transform Area, an area focused on Digital Economy Projects (industry and businesses).

Being a part of the event gave us the opportunity of disseminating our project's value and findings, inviting people to understand our objectives, and participate in the CloudCatalyst experience.

Alongside with the presence in the exhibition we were a part of the **Networking Sessions Programme** by the hand of Dalibor Baskovc on the 21st of October. The Network Session, entitled "A trusted cloud ecosystem – How to help SMEs innovate in the Cloud", reflected on the SMEs vitality for the European economy and on how they are discouraged in adopting cloud solutions, even though they could benefit significantly from cloud computing. Being one of the main aims of this reflection to encourage the building of special solutions that face the main concerns had by them.

During the Networking Session the panelists gave live feedback to the previously Unit E2 presented projects on how to act so that it has the best impact for SMEs. Broader issues facing SMEs were also discussed, such as:

1. How start-ups and SMEs bringing new products to the market, combining, cloud, big data and IoT;

2. Fund raising-from investors, from EU commission;

3. Market insights and long-term sustainability;

4. Key differentiators & positioning on the market;

5. How to overcome challenges of scaling business model throughout Europe & globally.

This Session was the perfect showcase for services/tools coming from EU projects, which can be used by startups or SMEs. The showcased services/tools intend to help entrepreneurs during the adoption of cloud solutions and in defining their cloud strategy. The presented services, and respective given feedback, allows the launching of a cross-border support service, contributing to strengthening European position in the Cloud Computing market, including the European software industry for both businesses and consumers.

5.9 OpenNebula Conference 2015

The 3rd OpenNebula Conference took place in Barcelona between the 20 and the 22nd of October, with objective of uniting the Administrators and Developers Community to discuss real needs and study cases within Cloud Computing.

This event mixes together conferences and hands-on workshops all to better understand the modern enterprise Cloud model. The CloudCatalyst had once again the opportunity of presenting itself in the event, this time as a more mature project with a lot to offer to the Cloud development in SMEs and Startups.

5.10 Cooperation activities

During the second year of the CloudCatalyst project, several activities of collaboration and clustering on common themes have been developed by CloudCatalyst:

CLOUDCATALYST FINAL EVENT

The final conference was jointly organized by MO-BIZZ, AppHub, SESAME NET, Riscoss, ECIM, and CloudForEurope projects.

Organized by

Supported by

The event was organized in Lisbon, on the 22nd of October 2015 within ICT 2015 event and had the following objectives:

- LEARN: how to be more competitive and share your experience;
- UNDERSTAND: key recommendations for cloud strategy definition;
- GET INSPIRED: new market opportunities combining cloud, big data and IoT;
- LOOK AHEAD: meet the experts and dive into the cloud future trends

INTERNATIONAL EXPERTS' PANEL

Following the activities of year 1, the consortium has developed a report to update the cloud technical challenges identified, based on the inputs received from international experts. By doing so, CloudCatalyst has engaged a small number of experts from USA, Japan and Brazil to receive their insights about technical challenges, and propose a coherent set of critical success factors to overcome the main barriers identified.

The following stakeholders have been involved in the research:

José A.B. Fortes	Director, Advanced Computing and Information Systems (ACIS) Laboratory
	AT&T Eminent Scholar and Professor of Electrical and Computer En,k,gineering and Computer Science at the University of Florida
Cezar Taurion	CEO at Litteris Consulting
	IBM Technical Evangelist
Takeshi Motohashi	Internet Multifeed Co
Lisandro Granville	Associate Professor of Computer Science at the Institute of Informatics of the Federal University of Rio Grande do Sul (UFRGS)
Allan Sill	Director, Cloud and Autonomic Computing Center Texas Tech University

ICT 2015 NETWORKING SESSION

CloudCatalyst project, together with CloudWatch and Cloudsocket organized a Networking Session in ICT 2015 dedicated to the following topic: A trusted cloud ecosystem – How to help SMEs innovate in the cloud (21/10/2015, 14:50-15:35).

- https://ec.europa.eu/digital-agenda/events/cf/ict2015/networking-programme.cfm
- https://ec.europa.eu/digital-agenda/events/cf/ict2015/item-display.cfm?id=15615

Speakers have discussed broader issues facing SMEs on issues such as:

- How start-ups and SMEs bringing new products to the market, combining, cloud, big data and IoT.
- Fund raising-from investors, from EU commission
- Market insights and long-term sustainability
- Key differentiators & positioning on the market
- How to overcome challenges of scaling business model throughout Europe & globally

NETFUTURES 2015 AND CONCERTATION MEETING

Between 25 and 26 of March 2015, Brussels received Net Futures 2015. An event with the main objective of maximizing competitiveness of the European technology industry.

The Net Futures gathered around 700 attendees from diverse ICT backgrounds such as, Research & Innovation, Market Validation & Living Lab Research, Business Development, Entrepreneurship & Enterprise Strategy, and Policy Making. All with the objective of filling the gaps between the different Cloud actors for an easier and more effective innovation and Cloud future.

CloudCatalyst had the opportunity to be a part of this great event, participating in the third CloudWATCH Concertation meeting focused on "Software & Services Cloud" on the 25th. CloudCatalyst connected with other EU funded projects such as **ARTIST**, **BIGFOOT**, **CloudScale**, **LEADS**, **MARKOS**, **MODAClouds** or, **OPENi** with the objective of looking at future directions for software services and cloud in Europe, highlighting new opportunities for novel research and innovation.

6 Videos and other project materials

To assist in the Project dissemination the CloudCatalyst has also created several videos focused on our activities and events. These videos can be seen on our YouTube Channel.

6.1 What is the Experts view on Cloud Computing in Europe?

The first video published - "What is the Experts view on Cloud Computing in Europe?" - shows the main highlights of the interviews made during the annual conference. During the video it is possible to listen to the opinions of the interviewed Experts on the most significant CloudCatalyst survey findings, all with the objective of understanding what is Cloud Computing like through the eyes of the EU Key Cloud stakeholders.

Video Link: https://youtu.be/VGEpUbH18gQ

Fig. 11 Video Photograms "What is the Experts view on Cloud Computing in Europe?"

6.2 CloudCatalyst Bootcamp @ Madrid

As a way of portraying the experience of a CloudCatalyst Bootcamp, and encouraging more people into participating in the Bootcamps, a video has been produced during the Madrid Bootcamp held in April 2015.

The video offers an overview of the event dynamics, being a collection of moments that range from the introduction and explanation of the CloudCatalyst Project and Bootcamp, to the self-presentation of the participants and the reasons that led them to be a part of this CloudCatalyst Event.

Video Link: https://youtu.be/KPHBJAah2vs

Fig. 12 Video Photograms "CloudCatalyst Bootcamp @ Madrid"

6.3 Go-to-the-Cloud

The Go-to-the-Cloud video serves has a way of communicating the CloudCatalyst Go-to-the-Cloud service, explaining in a quick and simple way what is the service all about, to who is it useful and in which way can help the business growth.

Video Link: **https://youtu.be/AmjsPscfAHA**

Fig. 13 Video Photograms "Go-to-the-Cloud"

6.4 CloudCatalyst Bootcamp @ Ljubliana

The video "CloudCatalyst Bootcamp @ Ljubliana" portraits the dynamics and ambiance of the Slovenian CloudCatalyst Bootcamp. By watching the video it is possible to see the high level of attendance the event has had, with a big number of involved attendees, some phases of the event, including sessions with speakers and hands-on exercises took ahead by the participants.

Video Link: https://youtu.be/FLEOmrM7E18

Fig. 14 Video Photograms "CloudCatalyst Bootcamp @ Ljubjana"

Mini-journal with CloudCatalyst results and startup testimonials

Brochure
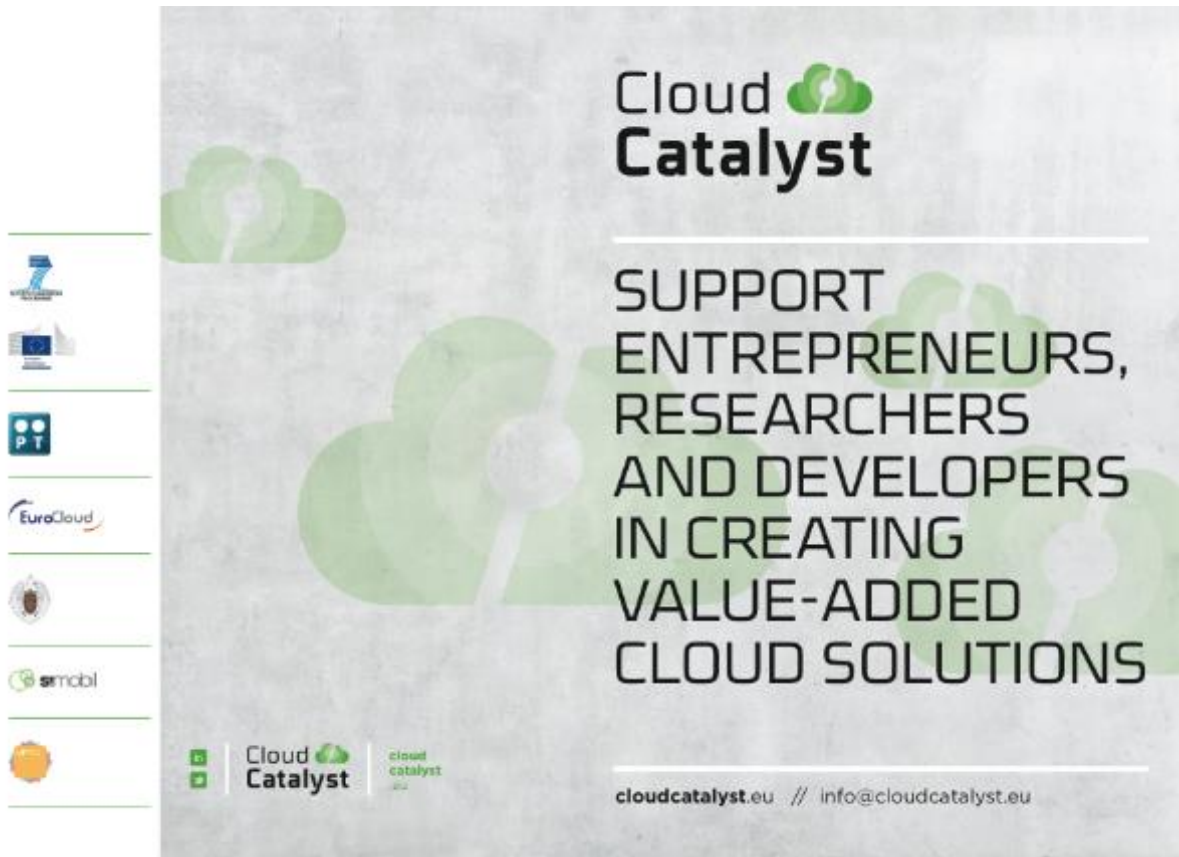
What is CloudCatalyst?

CloudCatalyst aims to provide useful tools to foster the adoption of cloud computing in Europe.

The project will set up a cross-border support service, contributing to strengthening European position in the Cloud Computing market, including the European software industry for both businesses and consumers.

Why is CloudCatalyst so important?

Cloud computing adoption will contribute to increase the competitiveness of EU economy	Companies have a clear advantage in using cloud computing such as greater flexibility, lower fixed costs, reduced time to deploy and a pay as you go model.
The challenges of cloud computing expansion create / promote huge entrepreneurial opportunities	It is fundamental to develop highly efficient go-to-market strategies, focused on entrepreneurship acceleration and business exploitation.
Partners launched successful cloud initiatives and reach a vast network of stakeholders	CloudCatalyst initiatives will be based on a pro-active collaboration with relevant cloud stakeholders that have a strong focus on end-users and the need to create innovative products and services.

Is CloudCatalyst for you?

EU citizens and businesses are eager to go-to-the-cloud, but there are still several barriers that discourage consumers to start using Cloud services. CloudCatalyst supports entrepreneurs during the adoption of cloud solutions and definition of their cloud strategy.

Several support services will be made available: cloud accelerator toolbox; go-to-the-Cloud service; strategic planning for cloud adoption and external environment analysis; major cloud trends in key industries and critical success factors to overcome technical challenges for cloud expansion.

Which are the services provided?

CloudCatalyst will facilitate the adoption of Cloud Computing services by providing the following tools to SMEs and startups:

CLOUD ACCELERATOR TOOLBOX

The Cloud accelerator toolbox will be a unique asset for the creation of new Cloud based-projects. It will be a collection of management tools, bundling together trend analysis, use cases, and practical recommendations in the form of printable report templates.

It will also have a set of guidelines and best practices for the developers' community, entrepreneurs, technical transfer units, start-up incubators and other stakeholders that can have an important role in stimulating Cloud Computing uptake.

EUROPEAN BOOTCAMPS

The bootcamps allow participants to:
1. learn why cloud computing is relevant today from an economic, business and technology standpoint;
2. hear from industry experts the questions that should be considered when evaluating cloud-based systems;
3. understand the potential benefits of moving to the cloud;
4. ensure the security of data and applications;
5. transform a traditional solution that is less flexible and costly to a cloud computing environment that is secure, virtualized and automated.

GO-TO-THE-CLOUD SERVICE

This service aims to provide an on-line platform for joint work between the European entrepreneurial ecosystem and the ecosystem of the project's partners. It will be the privileged channel for CloudCatalyst to disseminate the main project outputs. This will allow entrepreneurs, start-ups, SMEs and other cloud stakeholders to define their Cloud Computing offering, value proposition and targeted customers. It will help them define and test the most sustainable business model, which is the key for successful cloud companies.

Rollups:

Infographics:

7 Conclusion

The CloudCatalyst project was able to achieve the majority of the objectives set within the Dissemination Activities. The Consortium accomplished a big part of the objectives, for example being able to carry out all the proposed events, with a high number of active participants, and sending all the scheduled project communications.

One of the objectives that wasn't partially achieved was the CloudCatalyst newsletter subscribers. CloudCatalyst Newsletters were sent according to calendar through two vehicles, firstly via the CloudCatalyst sending channel – MailChimp –, to the official list of subscribers, and secondly via EuroCloud. The number of subscribers indicated revealed our intention of merging the CloudCatalyst and EuroCloud's data bases, but this was not possible due to the EuroCloud prohibition of combining their contact data base with the projects one.

Within the Social Media the main difficulties faced were also related to the EuroCloud focus on Companies environment and not as much in the Startup universe, resulting in a low level of participation and sharing of the posts than expected. The lack of participation in CloudCatalyst social media was suppressed by the active participation in the CloudCatalyst events, which revealed a big interest in the project spectrum.

The CloudCatalyst events, essentially CloudCatalyst Bootcamps, the Annual Conference and the participation in the ICT 2015 were the main stages for the dissemination of the project. These events counted with the participation of a high audience, revealing the interest in project and in the Cloud.

The verticalisation of acceleration programs, as CloudCatalyst, is still a novelty in Europe, still in a growth and affirmation phase. CloudCatalyst had to face this great challenge, reinforcing the communication efforts took ahead in order to create awareness to the project. Even though facing this the project has a positive outcome from the activities took ahead, being recognized as an important vehicle to the Cloud growth within Europe.

EuroCloud's willingness of, through its 31 EuroCloud local branches, establishing and developing protocols with national accelerators in order to reinforce the link to Startups encourages the perpetuation of the CloudCatalyst project. The CloudCatalyst is engaged in providing tools to assist in the European Economy growth, and it is enthusiastic about the future project prospects.