3.2   Core of the report for the period:

Project objectives, work progress and achievements, project management

According to the Grant Agreement, consortium partners' identifier, name, short name and country are as follow:

No	Participants Organisation name	Acronym	Country
1	OULUN YLIOPISTO	OUL	Finland
2	DUTCH EHEALTH FUND MANAGEMENT BV	DEH	The Netherlands
3	TICBIOMED TECNOLOGIAS DE LA INFORMACION PARA LA SALUD EN LA REGION DE MURCIA ASOCIACION	TBM	Spain
4	FUNDACION PARA LA FORMACION E NVESTIGACION SANITARIAS DE LA REGION E MURCIA	SMS	Spain
5	OULUN KAUPUNKI	BOU	Finland
6	STICHTING DIGITALEZORG.NL	SDZ	The Netherlands
7	ZORGINC.	ZIC	The Netherlands
8	STICHTING AMSTERDAM ECONOMIC BOARD	AEB	The Netherlands
9	NEDERLANDSE ORGANISATIE VOOR TOEGEPAST NATUURWETENSCHAPPELIJK ONDERZOEK - TNO	TNO	The Netherlands

Picture 1: FICHe team

This report describes the activities and the achievements of FICHe project during the following period: from June 1st 2014 to February 28th of 2015.

3.2.1   Project objectives for the period

In this period the main objectives in addition to project management have been
   1) Open call
        - Planning and opening the open call
        - Promotion of the open call and FIWARE technology
        - Supporting SMEs and startups to apply
        - Selection of 80 SMEs and startups to enter Phase1

- Dissemination of the Open call results
2) Phase1: from idea into business model
   - Planning and executing Phase1

3) Phase2: Proof of concept
   - Preparation of Phase2

The objective was to promote FICHe open call and FIWARE technologies at least in 15 EU countries and in the Pitch Event. The goal of the promotion was to attract a minimum of 200 SMEs and startups to apply to FICHe. During the pitch event the challenge was opened for submission of ideas.

In addition the objective of Phase1 was to enroll 80 SMEs and startups into FICHe, support SMEs and startups to mature theirs idea to a business model and collect 80 business models to be reviewed and validated by Independent Review Committee (IRC).

3.2.2   Work progress and achievements during the period

In this section, the overview of the process of the work and main achievements are described. The exception is WP1 – Project management activities that will be described in the section 3.2.3 Project management during the period.

The FICHe work plan is divided to six (6) work packages: Project management, Pitch Event, Phase1, Phase2, Phase3 and Dissemination. The overall work plan is as follows:
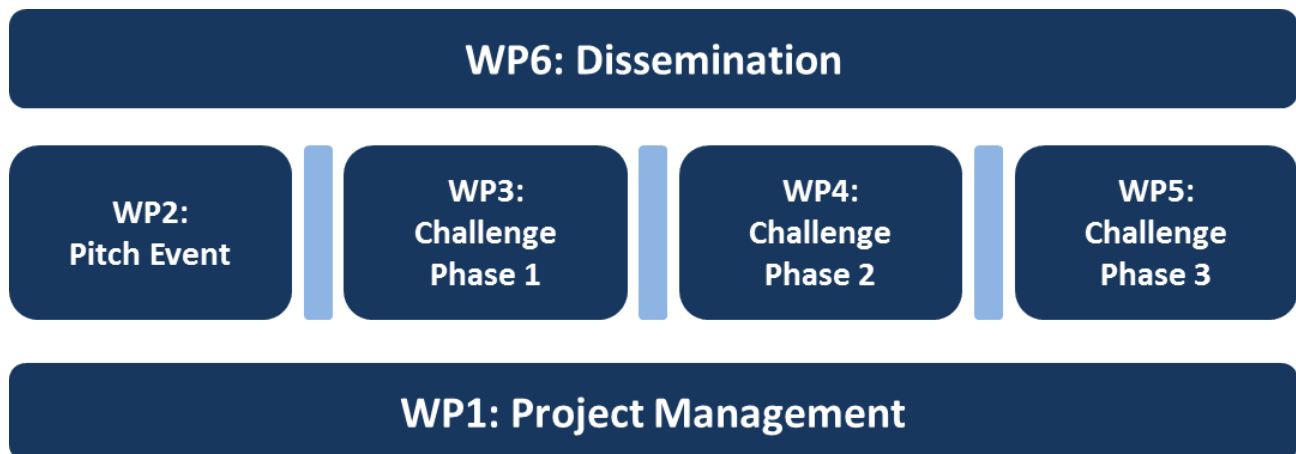
Picture 2: Work plan

During the first period work was carried out in WP1, 2, 3, 4 and 6.

The project had a slow start, because the Grant agreement (GA) was not signed until in September. Starting the project with own financial risk had a significant impact on progress which has led to being one month behind the schedule in work packages 3 and 4. The Coordinator was changed due to request from Commission, just before the official start, which also slowed the start of the project.

3.2.2.1 WP 2 – Pitch Event

The objectives of the WP2 completed in the reporting period were opening and promoting FICHe open call, organizing Pitch event, which is streamed and recorded and finally collecting and evaluating at least 200 ideas.

3.2.2.1.1 Opening and promoting the open call and FIWARE technology

The call was opened for submission of ideas on September 15th 2014 and it was closed on October 31st 2014. The opening of the call was postponed two weeks from the original plan due to Grant Agreement signing delays. However, the call was able to close as scheduled, because the target of received applications was clearly exceeded in time.

FICHe open call and FIWARE technologies were promoted in several EU countries. In addition, all promotion partners were approached to support this effort among their audience. Although some promotion activities were started already in June, FICHe was massively promoted in September and October.

FICHe consortium hosted or participated to ~40 events included 5 FICHe webinars. The events were mainly targeted to SMEs and startups in Health sector, but the other FIWARE sectors were also covered. We contacted ~20 EU wide and local communities as well as shared newsletters, articles, news, tweets, etc. through ~20 different channels and social media. The main communication channels that worked best for FICHe were events, Twitter and F6S. We had some (very) good coverage on other media (including print), but the most effect came after events, big Twitter accounts tweetes and F6S messaging.

The open call management was supported through the F6S platform, which acted as the main communication tool during the open call. The F6S platform was actively used by applicants. The forum was held open as some of the applicants find it interesting to keep sharing knowledge and network beyond the open call.

As a result of the call we received from 30+ countries 300+ applications, among which we selected 80 to enter to FICHe challenge in the end of December.

Pitch Event

The FICHe Pitch event was held in September 16th 2014 in Munich. The event was combined with FI-Star and ECFI2 events in order to get maximum exposure. SMEs and startups felt that travelling to Munich is too expensive and time consuming, therefore the event was recorded for interested SMEs or startups that were not able to attend the event themselves. All information and presentations/videos were also made available in an online repository. The recordings were completed viewed 700+ and hit 12 000+ times. Open call documents were downloaded 2000+ times by the end of the call.

Picture 3: FICHe team promoting in ECFI2

Promotion EU wide

To reach the targeted SME and startup population throughout Europe, several promotional partners were asked to spread the message about FICHe. In total 21 partners signed the letter of support to FICHe, but numerous others started to communicate about FICHe, without a formal letter of support. Partners that are worth mentioning regarding their EU reach include eHealth Twitter account of the European Commission (@EU_eHealth – 11.000+ followers), International Society for Telemedicine and eHealth, Poznan ICT Cluster, Health 2.0 Europe and chapters, HealthStartup, ECHAlliance, and F6S.com among many others.

FICHe also participated in several EU events and meetings specifically set-up to promote the FIWARE accelerator program:
- AAL Forum 2014, Bucharest
- Technopol meeting, Tallinn
- Creative Incubator, Tallinn
- ECFI2, Munich
- Open Living Lab days, Amsterdam

Besides the physical meetings, five webinars were organized with the total of 40 participants.

Promotion in Finland

The Finnish partners actively spread the information about FICHe, FIWARE accelerator projects as well as FIWARE technologies in Finland and especially Oulu area. Finnish partners organized or participated several events in Oulu with 300+ participants altogether. In addition the cooperation with another FIWARE accelerator project (CreatiFi) was established; promoting each other's projects in Finnish events. Finnish events that were held or participated by FICHe partners include:

- Midnight Pitch Fest, Oulu
- Technopolis Business Breakfast, Oulu
- FICHe general info session 1 for SMEs, Oulu
- FICHe general info session 2 for SMEs, Oulu
- FICHe open call for startups, Oulu
- EU Financial Instruments for SMEs in health field info event, Oulu

- CreatiFi event, Helsinki
- Digital Health Revolution event, Helsinki
- Innovative Cities event, Tampere

FICHe also got great national wide visibility throughout INKA (Innovative Cities) newsletter and meetings which were published and organized by the Finnish Ministry of Employment and the Economy.

Finnish partners were in contact with several companies in Oulu area and Finland. Most used channels were social media and other media, such as radio and local newspaper. BusinessOulu also opened an information site to their website in order to give information about FICHe in Finnish.

Picture 4: FICHe general info session I in Oulu

Promotion in Netherlands
The Dutch partners promoted FICHe through a wide range of channels, including social media, websites and events. The total reach of the online audience by the Dutch partners' websites and social media is approximately 50.000 monthly visitors and 10.000 followers.

FICHe (and the FIWARE accelerator program) received great exposure through an article in the Dutch Financial Times (Financieel Dagblad) and in the Digitalezorg.nl Magazine.

Dutch events that were attended by FICHe partners:
- Mobile Health Conference
- Dutch Design Week
- Health 2.0 Amsterdam Meetup

Promotion in Spain

The dissemination activities in Spain have also been quite extensive as the Spanish Ministry of Industry is very interested in FIWARE and has put a relevant effort in the communication of the program with been several dissemination actions at a national level.

In this sense, Spanish Partners have leveraged the resources and have participated in four national-level events:
- Workshop FI-PPP accelerators (AMETIC) on the 24th September 2014
- Evento FIWARE multisede: participación de los proyectos aceleradores (Secretaría de Estado de Teleco (SETSI) (Valencia) on the 15th to 19th October 2014.
- Oportunidades para pymes en Internet del futuro (Valladolid) on the 21th October 2014
- Jugar esSalud (Asturias) on the 23rd October 2014
- Aceleradoras de internet del futuro: oportunidades para pymes (Málaga) on 3rd November 2014

3.2.2.1.2 Collecting and evaluating the applications

The management of the open call was done through the F6S platform during September and October. F6S platform was also used as the main communication tool during the whole period. Although the FICHe was open for submission for one and half month, applicants started the application process late. For instance 200 applications were submitted on the last day and 35 of them was started and submitted on the last day.

By the end of October we received 308 applications from 31 countries. Two applicants were from Ukraine, thus according the rules not eligible to enter to FICHe Challenge. TOP5 countries were Spain (22%), Finland (20%), The Netherlands (16%), UK (8%), and Ireland (5%).
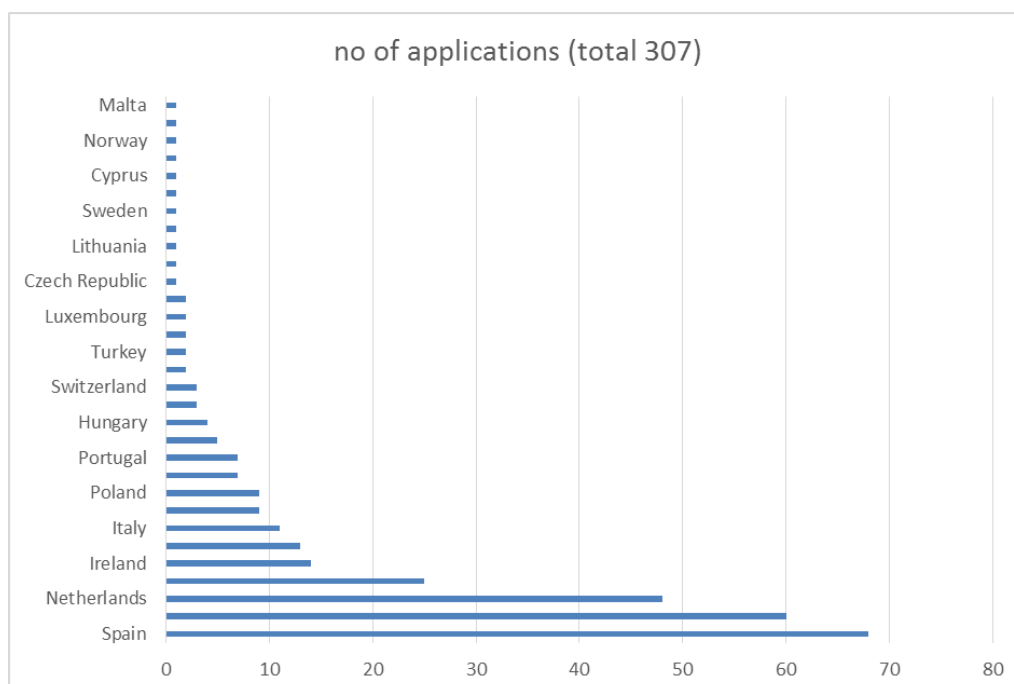

Picture 5: Received application per country

Evaluation of the applications

Due to the slow start of the project and high number of received applications, the list of the selected companies was completed one month late in the end of December. Delay had an impact on the beginning of Phase1 execution. Planning of the Phase1 was however started timely in October/November 2014.

During the period, the evaluation of the 308 applications was conducted. Due the high number of applications, the selection was split up in a preselection and final selection. The highest scoring preselection applicants were fed to the FIWARE assessment to start up the final selection pipe line.
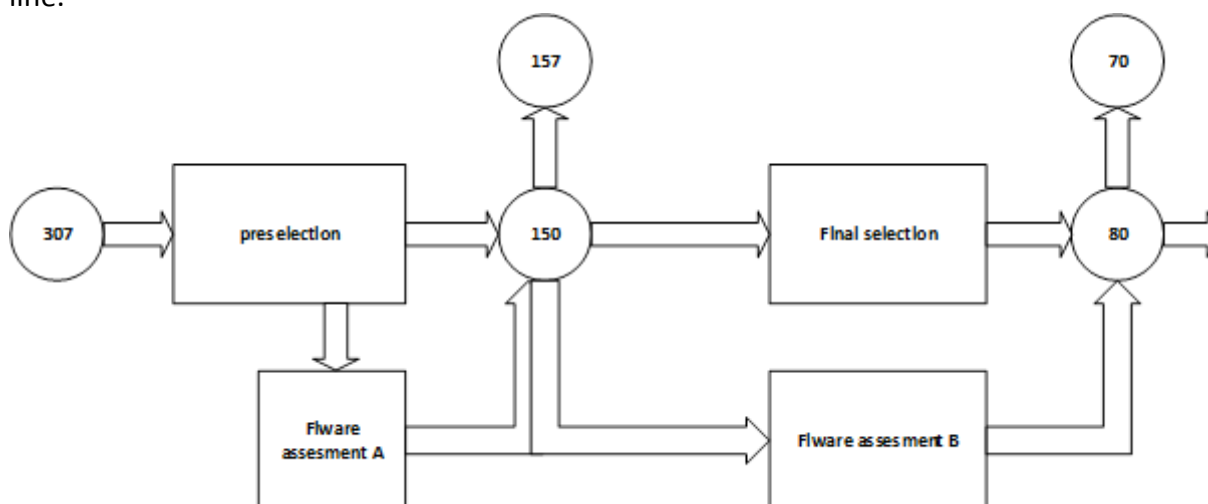
Picture 6: FICHe evaluation process

In the final selection teams of two evaluators assessed each application. A FIWARE specialist performed a separate FIWARE evaluation. Team member scores were normalized to a 70 point score and the averaged. Compound scores were calculated based on the weight factors of the four main criteria. Proposals with a lower GPA (grade point average) score than 55 were not accepted to the challenge program. Then the final ranking was made and the threshold decided. The top-80 ranking applications were committed to the program, phase 1.

Reviewers evaluated the proposals considering four criteria, which were weighted differently:

WEIGHT MAIN CRITERIA	PHASE 0
TECHNICAL EXCELLENCE (viability and sustainability)	20%
USE OF FIWARE TECHNOLOGY	20%
eHEALTH SOLUTION (market opportunity and business model)	30%
TEAM (entrepreneurship, experience and ambition)	30%

Table 1: Weight of the main criteria

The Use of FIWARE Technology was assessed by a FIWARE specialist. If there was insufficient use of FIWARE technology within a proposal, the proposal was disqualified as a whole, as the technology was one of the knock out criteria.

FIWARE CRITERIA	
No enablers used	Disqualified
One enabler used	Acceptable but this must be strongly documented - The GE (FIWARE General Enabler) must be tightly integrated with the solution of the company, i.e should implement a new functionality which is clearly value add for the company business. If not, i.e. the functionality is there just to take money from FIWARE, the proposal is disqualified - In addition, justification of why adding this GE rather than 3rd party solutions should be provided
Several GEs used	Acceptable and recommended - The proposal shall provide a draft architecture of the proposed solution showing clearly interactions between the various GEs and eventually third party or owned software. - Use of several disconnected enablers is possible. Then each should be justified as for case 2 above - Preferred solution is the use of several integrated enablers.
Application hosted by the FIWARE Cloud	Acceptable and recommended - SMEs should make use of this cloud, meaning that they host their application in the cloud while at the same time using a number of GEs which are hosted in the cloud too (or are deployed somewhere locally, e.g. in the case of IoT/Sensors/Gateways). - The only deployment of the application in the FIWARE Cloud is disqualified

Table 2: FIWARE criteria

Besides the main criteria Technical Excellence, Use of FIWARE Technology and the Team, the IRC assessed the 150 preselected proposals on the basis of the following eHealth Solution sub-criteria:

CRITERIA eHEALTH SOLUTION	
CHALLENGE - The aim and importance of the eHealth proposition	
1.	The value proposition is an eHealth solution that responds to a specific question or (latent) need of the user
2.	The eHealth solution does not result in an increase in health care costs
3.	The eHealth solution will lead to one or more of the following results: A. Increase in efficiency and productivity (eHealth as a substitute resulting in a reduction of volume and unit price) B. Increase in customer value (accessible care, care in the neighborhood, customer in control) C. Increase in quality (health benefits, more efficiency, less errors)
4	The product or service has a (innovative and/or technological) component which provides a sustainable competitive edge
5.	The product or service has sufficient scalability within Europe and preferably beyond
FEASIBILITY - The plan to achieve excellence	
1.	Probability of effective and timely realization of the proposal's objectives
2.	Strategies and timelines for the design and conduct of the activities proposed
3.	Appropriateness and justification of the financial budget
4.	A realistic scenario leading within three years to a positive cash flow situation

Table 3: eHealth solution criteria

In general, the IRC commented that the level of quality of the applications varied a lot. The list of the main reasons for dropping out is the following:
- the use of FIWARE within the proposed solution was not present, extremely limited, or enablers were used that would either not fit within the solution or had a direct open source alternative. 27 applications were knocked out because of this;
- the business model/earning model was not considered feasible by IRC;
- the solution did not have an eHealth component in it;
- the form was only scarcely filled in, using nonsensical or very general answers, making it hard or impossible to do a proper assessment;
- the solution was considered to be not unique

The main findings of the evaluation were as follows:
1. A good team is capable of coming up with a good plan and finding a unique spot in the market
2. Companies with earlier experience of FIWARE technology did not necessarily make it to the top-80, because only 20% of the compound score was determined by the FIWARE score
3. In the final selection among 150 applicants, the differences between applications were much more subtle. Selected companies had a good balance on all categories. Companies dropped out from the group of 150 had a low FIWARE score, or an immature business model.

SUMMARY OF OPEN CALL EVALUATION	
Nr. of applications received	308
Average score preselection, (excluding FIWARE, not normalized)	75,0
Average score preselection of top 80	82,8
FIWARE knockouts	27
FIWARE knockouts with score over 83	9
Nr. of applications into final selection	150
Average score final selection (normalized scores)	66,7
Average score final selection of top 80	75,7
Threshold entry phase 1	65,3
Nr. of application accepted into phase 1	80

Table 4: Evaluation statistics

Results of the FICHe open call
As a result of evaluation TOP 80 (26%) applicants were selected out of 308 applications. TOP 5 countries of selected applications were Spain (33%), The Netherlands (20%), UK (10%), Poland (6%) and Finland (5%).

80% from the selected companies were startups (<500kEur revenue (2014)) and most of the applicants were application developers or service providers. 30 ideas had completely new approach being disruptive. (See pictures below)
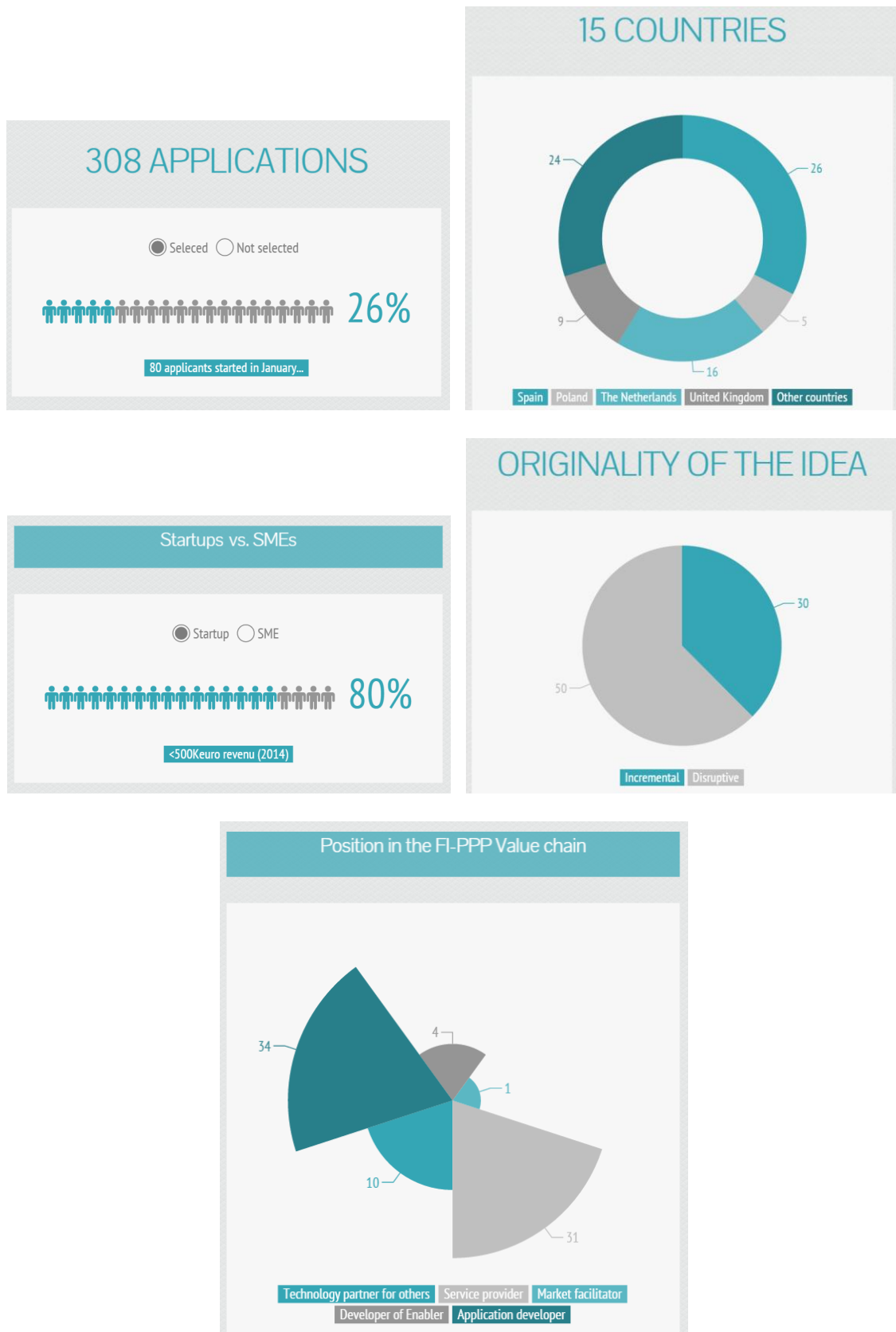
Picture 7: Statistics of FICHe open call results

3.2.2.1.3 Use of resources in WP2

WP2 Pitch Event	Planned PMs	Actual PMs	Comments
Participators	**15**	**10,46**	
OUL	1,5	0,80	
DEH	1,5	1,5	
TBM	1,5	1,35	
SMS	1,5	0,5	
BOU	1,5	1,49	
SDZ	3	1,32	
ZIC	1,5	0	1,5 PM WP 2 Pitch Event shifted to WP 4 Pahse2. Reasoning: Very little man months needed for Open call Pitch Event in Munchen. Evaluation pitch event is planned (not foreseen in Annex I) in Amsterdam in the end of Phase2, July 2015 and budget moved for organizing that.
AEB	1,5	1,5	
TNO	1,5	2,0	0,5 man month above the estimate in the Annex I, was spent on activities, such as presentation/dissemination of the FICHe initiative, preliminary contacts with interested SME's, input on FIWARE, input for the Participants Guideline.

Table 5: Use of resources in WP2

3.2.2.2 WP 3 – Challenge Phase 1

The objectives of the WP3 (Challenge Phase 1) completed in the reporting period were enrolment of the 80 challengers into FICHe, supporting the Challengers to mature their idea to a business model, and collecting 80 mature applications to be reviewed. Tasks of the WP3 included in addition to enrolment, organizing three bootcamps and collecting the results. Due to one month delay in Open call phase, the activities of the WP3 also started one month behind the schedule, however no further delays occurred.

3.2.2.2.1 Enrollment

In the end of December the 80 selected participants received a personalized email announcing they were selected along with evaluation scores, and next steps. Attached were sub grant agreement with annexes and Guide for participants, which contained more specific information about project goals, deliverables and schedule. Enrolment was completed through F6S platform where SMEs uploaded the required documents and registered to one of the bootcamps.

3.2.2.2.2 Bootcamps

The aim of the bootcamps was to provide such knowledge to the companies that they were able to create the first version of the business model which was based on the idea that the companies had when applying to the FICHe program. The bootcamps were organized in three different locations. All the bootcamps included technical (FIWARE), business model and user involvement training, user experience workshops and one to one coaching.

Preparations of the bootcamps started right after closing the Phase 0 in the end of October. In the beginning of December we closed the agendas, set the dates for all the three bootcamps, and sent to all companies who applied a "Save the Date" note. As it was compulsory for the companies to join the bootcamps, it was important to give companies more than one option which bootcamp to join. Thus we decided to organize the bootcamps sequentially, in weeks 4, 5 and 6 and to divide the bootcamps with different focus areas, so that the companies could join the bootcamp that would provide the best user experience and market information for their needs. Some of the companies though didn't choose the bootcamp along the recommendations based on target group, so they might not have benefited as much as intended.

The identification of the right coaches started on early phase as all the work package leaders started to contact people from their own networks. As the agenda was ready-made, it was easier to identify suitable coaches to the bootcamps. Also the coaches that were giving presentations in the bootcamps were the same ones who gave direct coaching to companies.

The feedback was gathered right after the bootcamps ended, so that we could get fresh input regarding the content and the coaches. All in all the feedback was positive with average satisfaction of 4,15 (scale 1-5). We received 57 answers out of 80, so we can consider the result relevant. The overall satisfaction divided per bootcamp was following:

Oulu: 4,5
Murcia: 4,36
Amsterdam: 3,93
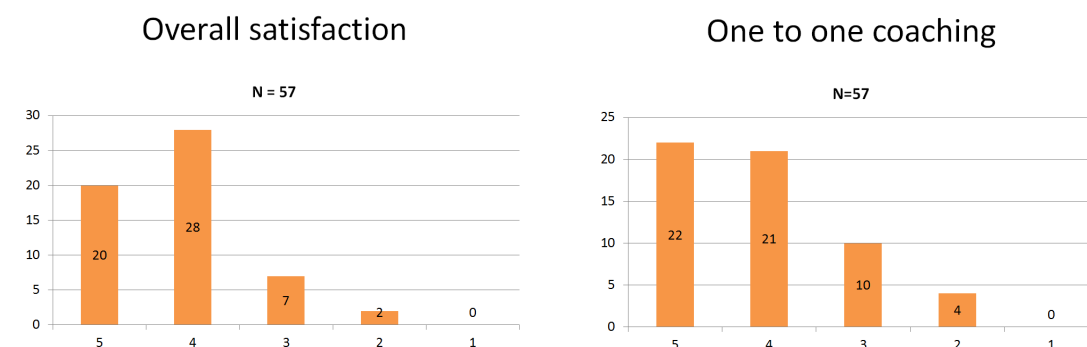
Picture 8: Overall satisfaction and coaching feedback

Oulu bootcamp

Date: 20.-21.1, 2015 in Oulu, Finland
Venue: Business Kitchen, Torikatu 23, 4th floor, 90100 Oulu, FINLAND
Focus: Consumer markets
Contact person: Mari Koskinen, BusinessOulu, mari.koskinen@businessoulu.com
Total nr. of participants: 37
Participated SMEs: 15

In the Oulu bootcamp we had all in all 15 companies from Finland (4), Poland (4), UK (1) and Spain (6). Several coaches from different expertise areas such as business, health, FIWARE and User experience/interface were present. Altogether we had 11 coaches plus 4 organizers present for the two days.

First day of the bootcamp started with general presentations about business model development, consumers role in health, FIWARE technology, user experience and funding. The role of general presentations was to give to the companies basic information about each subject and it was also a great opportunity for the coaches to present themselves and their expertise. After the general presentations there was time for one to one coaching sessions and independent work with the business mode canvas. We ended the first day with a networking dinner.

On the second day of the Oulu bootcamp there was held a user workshop where the SMEs had a 30 minutes slot for discussion/feedback with 2-3 different type of users. 11 PATIO (www.patiolla.fi) users representing "consumer users" selected among dozens of interested got invitation to participate in the workshop. Pre-selection and screening was made in order to match the user types with SMEs target groups as well as possible. Companies had also the chance to have further one to one coaching session with the coaches. Companies had 3 minutes time to pitch their idea and tell what they had learned at the bootcamp. Coaches gave direct feedback to the companies after the pitches. The day ended with going through information regarding the deliverables and requirements of applying to the Phase 2 of FICHe.

Picture 9: User workshop at Oulu bootcamp

Murcia bootcamp

Date: 27.-28.1., 2015 Murcia, Spain
Venue: CEEIM. Campus Universitario Espinardo, 7. 30100 Murcia. SPAIN
Focus: Healthcare organisations markets
Contact person: Myriam Martín. TICBioMed. myriam.martin@ticbiomed.net
Total nr. of participants: 51
Participated SMEs: 27

We had all in all 27 companies from Spain (17), Italy (3), UK (3), Belgium (1),Greece (1)Portugal (1) and Poland (1). We also counted in the general sessions with two spanish companies that attended Amsterdam bootcamp . All the SMEs received advise from 19 coaches from different expertise areas such as business (8), health (7), FIWARE (3) and User experience/interface (1).

First day of the bootcamp was focused in providing a sound theoretical background using also business cases and practical approach. The 4 speakers delivered presentations about business model development (Aday Fco. Guerra), user experience and user involvement (Emma Pivetta), FIWARE technology (Michael Van Bekkum) and the ehealth sector opportunities (Pablo Galiana). The aim of this session was to provide SMEs with key information on each of the four key areas. After the general presentations there was time to provide some practical hints on how to use the PRESTO tool as an option that can help the SME to deliver the business model.

Once the framework was set, it was the time for one to one coaching sessions and independent work with the business mode canvas. In order to assure that all SMEs received feedback from Health professional and business experts, we planned matchmaking according to the particularities of the SMEs and the field of expertise. A preliminary work with experts was done in order to identify the SMEs they were going to be able to provide a better feedback according to their definition of the product and service. The GET methodology has been applied[1]. Also, FIWARE experts were available to solve questions regarding the technology implementation and selection of enablers.

The second day of the bootcamp had focus on health experts and, besides the feedback provided on the first day, professionals were reached by the SMEs to obtain a better feed-back from different perspectives and better prepare the pitches After the coffee break, each company had a maximum of 3 minutes to present their idea to a client so the first thing they had to do was to identify who they were talking to. Coaches gave direct feedback to the companies after the pitches. The day ended with going through information regarding the deliverables and requirements of applying to the Phase 2 of FICHe.

Picture 10: Murcia bootcamp

Amsterdam bootcamp

> *Date:* 5.-6.2, 2015 Amsterdam, The Netherlands
> *Venue:* 5th at Amsterdam RAI, Europaplein, Amsterdam & 6th at Science Park, Amsterdam THE NETHERLANDS
> *Focus:* B2B
> *Contact person:* Gijs van Rijn. ZorgInc. gijs@zorginc.nl & Félice de Charro, Amsterdam Economic Board, f.decharro@amecboard.com
> *Total nr. of participants:* 70
> *Participated SMEs:* 39

In the Amsterdam bootcamp we had all in all 39 companies from Estonia, Germany, Greece, Ireland, Italy Luxembourg, Poland, Portugal, Spain, Switzerland, UK, and the Netherlands. In the preparation phase of the bootcamp we asked all companies to send a PPT slide about their company and the participants of the bootcamp. All this slides combined where send to all participants and coaches so they knew the other participants in advance. We also introduced the coaches (with different areas of expertise: business, health and FIWARE) before the bootcamp to the participants, so they could give their preferences for the coaches they liked to talk to during the bootcamp. Participants also had the opportunity to talk to investors and experts that participated in Innovation for Health.

The first day of the bootcamp was during Innovation for health, a big venture in the Rai. The day started with a general introduction of what the participants of the bootcamp could expect of the bootcamp by Gijs van Rijn. After this Jesko Von Windheim (serial entrepreneur, Duke University) gave a talk (using a video conferencing tool) about developing a B2B business and funding in general. Jesko gave advice about the key elements for Lab-to-Market success. He focused on the metrics that are essential: the Team, Technology, Market, Customer/revenue and Ability to execute.

Bas Kotterink (TNO Netherlands) gave a general introduction to FIWARE and pointed out some crucial points to notice. The participants had a lot of questions about the use of FIWARE, e.g. how the deliverable of the architecture must be and who will maintain FIWARE in a couple of years.

Before the lunch all participants could join a track of Innovation for Health (Prevention, Diagnosis, IP evaluation or Life Sciences) to get inspired. After the lunch participants could join one more track on Innovation for Health, had time to work on their deliverables (e.g. business model canvas), have interviews with investors / experts or could prepare their questions for the coaches

in the afternoon. All participants had at least two one to one coaching sessions with coaches. We ended the first day with some networking drinks in the Rai.

The second day of the bootcamp had focus on the business model canvas and pitching. We started the day with a presentation of Bas Langenaar about "how to make the best Pitch". Bas explained all do's and don'ts of pitching. Two brave participants dared to give a pitch in front of all participants and got feedback of Bas of which all participants could learn.

Félice de Charro gave a general introduction about the importance of involving users during the development of the concepts. Tom Leenders explained the business model canvas and lean canvas, he focused on the differences between them and showed the participants what to include in each part of the canvas. Last morning speaker was Jildou Steensma, she explained the use of the tool presto. Because the first day there where a lot of questions regarding FIWARE, the deliverables and requirements of applying to the Phase, we gave a 30 minutes possibility to ask questions to the FICHe consortium. After lunch all participants could give a 2 minute pitch to a jury and other participants. First the jury gave directly feedback and second the participants that also saw the pitch could give some tips and advice. The day ended with information about applying for the next phase and a brief evaluation of the bootcamp. The feedback from the companies was mainly positive so we can consider that the bootcamp in Amsterdam was successful. Especially the 'real startups' found the combination with the big venture in the Rai very nice.

Picture 11: Amsterdam bootcamp

3.2.2.2.3 Other services/support provided by FICHe

Webinars

Kick off webinar for startups and SMEs was held on January 13th 2015. The aim of the webinar was to introduce the Phase 1, bootcamps and go through requirements and evaluation criteria of the phase. In addition contact persons and tools such as PlanPresto for making business model were presented in the webinar. 100 participants attended to the Webinar.

Two *training webinars* (Lean and FIWARE) for supporting SMEs and startups in the development of their business model were organized. The topics were chosen on the basis of the questions that the coaches received during the bootcamps and during phase 1. The most questions concerned business cases and FIWARE (technical, organizational and commercial/legal issues).

Lean Webinar was held on February 9, 2015 by Business Developer Matti Rusila, University of Oulu. The aim of the webinar was to introduce Lean Startup methodology to the FICHe SMEs and startups. 55 participants attended to the Webinar. The material was shared to all via F6S.

FIWARE Webinar was held on February 23, 2015 by TNO experts and Stefano de Panfillis, EU FIWARE coach. The aim of the webinar was to give instructions to the FICHe participants for deploying FIWARE in their own applications. More than 50 participants were there to attend the whole or part of the webinar. FIWARE webinar was recorded and can be found here https://vimeo.com/120637666.

Closing webinar was held on February 24, 2015 to clarify FICHe practicalities such as deliverables, deadlines and next phases. 50 participants attended to the Webinar.

One to one online coaching/support
During the bootcamps each of the coaches spoke to a number of SME's. In the weeks till the end of phase 1 there were several follow-up contacts between the coaches and the participants, mainly through the mail.

Bootcamp organizers (BOU, TBM, ZIC) were nominated as main contact point for SMEs to receive support in any issues regarding FICHe challenge. Due to the high Spanish representation, TICBioMed supported Spanish SMEs and startups in all issues in their own language. As BusinessOulu was the leader of the work package, they were actively answering questions at the closed discussion group in F6S and posting information to companies. In addition, the University of Oulu supported the SMEs in sub grant agreement and funding issues.

As FICHe participants had only very limited knowledge of the FIWARE technology and its possibilities and limitations, most of the companies needed very detailed and thorough coaching. The questions from SMEs i.a. showed that there are unresolved issues concerning the lack of guarantee on FIWARE technology sustainability: is the software stable, robust, still being maintained. As some of the questions needed consultancy of a FIWARE specialist, the participants were arranged an opportunity to 'book' a "FIWARE fifteen"; fifteen minutes one-on-one coaching with the FIWARE expert Franck LeGall. These sessions were setups using Skype or telephone. Approximately 40 participants used this opportunity.

Tools provided for SMEs and startups
F6S & Helpdesk
A private discussion group was opened on F6S for the chosen 80 companies and their team members. This was our main communication channel in Phase 1 and was in active use during the whole phase. The private group was used also for sharing presentations from the bootcamps and the webinars as well as by companies for promoting their own success stories and gathering user feedback from peer companies.

Throughout phase 1 the participants were supported by the helpdesk through the use of the private discussion group in F6S and directly via email. In total more than 300 emails and group questions were answered by the helpdesk during phase 1.

PATIO user involvement tool

The user involvement tool PATIO (www.patiolla.fi) administered by the University of Oulu, Center for Internet Excellence, was used for to provide consumer users from PATIO user database to discuss with SMEs in a user workshop in Oulu bootcamp. PATIO online tool was provided for the use of other bootcamps and SMEs as well. In addition to recruiting users for workshop, PATIO can be used for interaction with end users for instance through online discussion, surveys or diaries. After the bootcamps, SMEs continued involving users: surveys from several SMEs were published in PATIO tool.

PlanPresto tool

Companies were offered the PlanPresto tool (www.planpresto.com) to help creating a business model by using the business model canvas. The canvas was one of the deliverables the companies used to present their business model further detailed. Companies were allowed to use other alternative tools and programs in order to present their business model canvas.
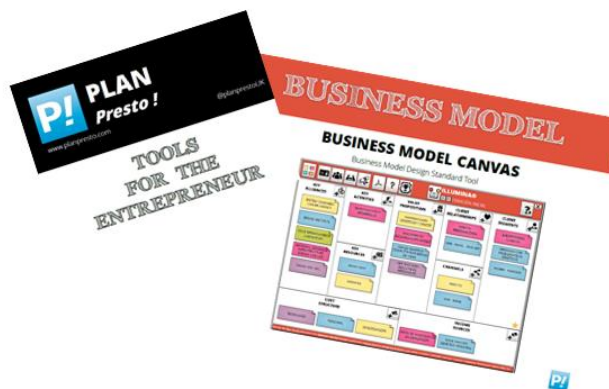
Picture 12: PlanPresto tool

FISTAR enabler catalogue

In cooperation with the FISTAR project, the participants that wanted to use the FISTAR enablers, were able to request access to the catalogue. Approximately 30 participants used this option.

3.2.2.2.4 Collecting and evaluation of the applications

Collecting the results

On February 19th the submission form on F6S was opened to the 80 participants. All participants were asked to upload the four obligatory deliverables of Phase1:

1. Business Plan
2. Team presentation
3. Description of the use of FIWARE technology
4. Plan for Phase 2

After the closure of the deadline several cross-checks were performed to check if everything was in order and all participants submitted their deliverables.

There were no major issues reported and all participants were able to submit their deliverables before the deadline. One participant encountered some issues with uploading the deliverables, but managed to forward all deliverables via email within reasonable time after the deadline, and was accepted as submitted.

Evaluation of the applications

Starting in December, the Challenge Administrator/DEH wrote the preliminary evaluation process and criteria for phase 1 evaluation. They were discussed within IRC and consortium. Based on this the evaluation guide for participants for phase 1 was written. Together with three members from the IRC evaluation tooling for the phase 1 evaluation was started. An evaluation database was created in order to centralize the scoring and comments from the IRC and to facilitate dissemination of results to the participants. Together with the FIWARE evaluator a special FIWARE evaluator scoring tool was developed.

3.2.2.2.5 Use of resources in WP3

WP3 Challenge Phase1	Planned PMs	Actual PMs	Comments
Participators	**18,5**	**17,02**	
OUL	1	1,0	Due to the total shift of WP3 with one month, 0,5 man month was spent in February 2015.
DEH	2	2,22	Due to the total shift of WP3 with one month, 0,52 man month was spent in February 2015.
TBM	2	2,0	Due to the total shift of WP3 with one month, 0,46 man month was spent in February 2015.
SMS	2	2,0	
BOU	3	2,95	Due to the total shift of WP3 with one month, 0,74 man month was spent in February 2015.
SDZ	1,5	0,52	Due to the total shift of WP3 with one month, 0,52 man month was spent in February 2015.
ZIC	2	1,83	Due to the total shift of WP3 with one month, 0,3 man month was spent in February 2015.
AEB	1	1,0	Due to Amsterdam bootcamp being in Feb and the total shift of WP3 with one month and, 0,7 man month was spent in February 2015.
TNO	4	3,5	For WP3 approximately 0,5 man month less than estimated in the DOW were spent. This is due to the compactness of the preparation part of this work package. Due to the total shift of WP3 with one month, 0,5 man month was spent in February 2015.

Table 6: Use of resources in WP3

3.2.2.3 WP 4 – Challenge Phase 2

During the period planning and preparation of Phase 2 has started. Phase 2 objective is that the challengers will receive training and coaching in order to move from their business model into the Proof of Concept (Alpha Version).

3.2.2.3.1 Planning of Phase2

The work done in this work package consists of planning of the actions to be implemented in Phase 2 and actions can be grouped as follows:

Preliminary work
- Preparation of the guide of Participants for the enrolment of the selected 40 SMEs. The guide has been designed to be clear and concise and will integrate all practical recommendations and guidelines to successfully participate in the Phase 2 activities as well as submit the requested deliverables. The guide will be finalized by the end of March 2015, and send to participants once the 40 SMEs had been selected.
- Identification of the main topics that will be tackled in the online training sessions. A preliminary work shows that the main concerns of the SMEs are:
    o Proof of Concept (PoC)
    o Living Labs and User Experience
    o FIWARE technology
    o eHealth market in term of commercialisation channels,
    o Fund raising
- Analysis of the concepts of the participants were started to get to know participants but also to start categorizing them so we can approach and prepare the Living Labs in an early stage. The analysis is also used to create teasers or other tools to attract possible new Living Lab partners.

Training
There are two physical events foreseen for Phase 2 with regards to training and evaluation.

1) A major activity will be on-site *training event* in conjunction with the eHealth week in Riga (11-13 May 2015). The event is important training, promotion and networking opportunity for SMEs. During the event all participants are in addition to FICHe training offered:
    o Attendance on the 72m2 booth at the exhibition where all 40 can present themselves. We are planning to get this booth in the VIP tour that the EU commissioner will attend during the event;
    o Access to all conference sessions during eHealthWeek
    o Access to all networking sessions during eHealthWeek

- o Meetups with regional groups attending the eHealthWeek (Dutch, Nordics and Ibero)
- o Access to all site visits offered during eHealthWeek
- o Access to bootcamps and workshops (offered by FI-BUSINESS and GET project)
- o One-to-one coaching
- o All other interested parties involved in FIWARE can request a discounted participant fee through FICHe.

Picture 13: FICHe booth at eHealthweek

2) Phase 2 evaluation pitch event in Amsterdam (16-17 July 2015). The aim of the event is on the other hand prepare SMEs for promoting their product for different stakeholders but on the other hand to perform a comprehensive evaluation as the selection process plays significant role in this phase the grant being of EUR 152.000 for the qualified SMEs.

Coaching

FICHe will also provide individual online coaching for the 40 selected SMEs and the work done so far has been focused on:

- Finding the most efficient coaching model that will be based on a general coach approach: there will be a central contact point for the SME, but also coaches in the different fields of expertise: FIWARE, user involvement, eHealth sector, Business model definition, etc. This approach will allow a better monitoring of the SMEs progress. Coaching will be a maximum of 6 hours and a minimum of 2 hours per SME.
- Development of a concept for multi-phase coaching model to indicate that coaches can be used in multiple FICHe phases.
- The identification of the coaches in the different field of expertise inside and outside the consortium. The support of FI-BUSINESS in the business field of expertise will be used.

3.2.2.3.2 Use of resources in WP4

WP4 Phase 2	Planned PMs	Actual PMs	Comments
Beneficiaries	47,5	1,37	
OUL	4	0	
DEH	2	0	
TBM	8	0,44	
SMS	7	0,21	
BOU	7	0	
SDZ	1,5	0	
ZIC	7	0	
AEB	5	0,72	
TNO	6	0	

Table 7: Use of resource in WP4

3.2.2.4 WP 5 – Challenge Phase 3

According to the plan no specific progress has been done in this WP. The activity related to this WP will start after Phase2.

3.2.2.5 WP 6 – Promotion and dissemination

The objectives of this period have been to promote FICHe project and the results of the open call to create pan-European exposure as well as share information among project participants and create the set of dissemination tools.

A stakeholder map was created for the main targeted 15 EU member states. In each of the member states the main stakeholder to reach the local SME and startup community was identified as well as the other relevant stakeholders. This mapping was then used to reach out and create a buzz around FICHe and promote the open call.

For the purpose of promotion and communication, several tools were developed:
- Presence on the website and open call management platform F6S was created, including a discussion forum
- A set of two rollup banners per partner country was designed and produced
- A set of template powerpoint and leaflets were designed
- A project logo and design template was designed
- A promotional video was created

In August 2014 the promotional campaign was started throughout Europe. This was both offline as well as online, targeted towards the eHealth SME and startup communities.

Until the end of the period total:
- 500+ tweets, retweets and mentions @FICHe_EU were send
- 2 official press releases + several localized press releases were issued
- 4 targeted e-mailings were send (via F6S and Mailchimp)
- 100+ media clippings from throughout Europe were collected

With the announcement of the selection of the 80 participants, the press release#2 was issued and shared with the relevant EU media and through Twitter. Several media published the press release.

IS┆TeH | International Society for Telemedicine & eHealth

Member announcement

FICHe accelerator awards 80 European eHealth SMEs and Startups

The European Union funded FICHe (Future Internet Challenge eHealth) accelerator program has selected 80 European health technology companies out of more than three hundred applications to the first phase of the project. Participation was open to all European eHealth small and mid-sized enterprises and startups eager to develop innovative applications in the eHealth domain using FIWARE technology (www.fiware.org). In the coming next weeks the 80 SMEs and startups are offered bootcamps, coaching and webinars. By the end of February they all have to deliver a clear business model of their innovation, present their team to the review committee and develop a plan to execute in the next phase of the program.

The FICHe project is a three phase accelerator program that will challenge handpicked

Picture 14: Media clip of International Society for Telemedicine and eHealth

Picture 15: Media clip of eHealth News.eu

Picture 16: Media clip of Digitalezorg.nl

During Phase 1 the main communication channels were Twitter and F6s. On Twitter we published 67 tweets and were mentioned 147 times and retweeted 162 times. Currently we have 302 followers.

On F6S we still maintained the open discussion group. We are publishing relevant announcement in this group, FICHe related, FIWARE related and/or eHealth related. Currently we have 1832 followers in F6S and this number is still growing.

Currently we are setting up a webportal to support dissemination outside F6S and create more exposure for the program, startups involved. Now and after the end of the project. The planning to release the first version of this website is May.

In addition to centralized dissemination by SDZ, dissemination has been conducted on local level by the most of the partners. Project activities and results have been communicated locally through Twitter, Facebook, LinkedIn, websites, made local press releases, collected media and assisted in organizing and disseminating project related events.

ZIC and AEB made a massive promotional impact by merging 1 day bootcamp with the Innovation for Health event, about 600 Innovation for Health attendees where connected to the 62 FICHe participants. It was unique to have entrepreneurs at an event such as the Innovation for Health conference, normally they cannot pay the entrance fees of these events. The other 600 event visitors where surprised and highly interested in the concepts of the FICHe participants, as they seem to be the most creative people among all visitors. Also a FICHe presentation was given to 100 visitors, to increase the interaction between the 600 regular visitors and the FICHe participants.

Besides the general international dissemination activities, SDZ also performed localized activities using the own channels or third party events. Channels used by SDZ are the website (20.000+ visitors

per month) Twitter, LinkedIn and Facebook (5500+ followers), e-newsletter (1500 subscribers) and magazine (print 5000 copies). All relevant content (news, press release, milestones and tweets were published over these channels.

3.2.2.5.2 Use of resources in WP6

WP6 Promotion and dissemination	Planned PMs	Actual PMs	Comments
Participators	**15,5**	**5,01**	
OUL	1	0,14	
DEH	1	0,47	
TBM	1	0,38	
SMS	1	0,16	
BOU	1	0,80	
SDZ	7,5	3,06	
ZIC	1	0	
AEB	1	0	
TNO	1	0	

Table 8: Use of resource in WP6

3.3   Deliverables and milestones tables

Deliverables

	TABLE 1. DELIVERABLES									
Del. no.	**Deliverable name**	**Version**	**WP no.**	**Lead beneficiary**	*Nature*	**Dissemination level[2]**	**Delivery date from Annex I (proj month)**	**Actual / Forecast delivery date** **Dd/mm/yyyy**	**Status** **No submitted / Submitted**	**Comments**
D1.1	Intermediate Report1		1	OUL	R	CO	P6	30/01/2015	yes	

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[2]   **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 "

D1.2	Intermediate Report2		1	OUL	R	CO	P9	14/04/2015	yes	
D1.3	Intermediate Report3		1	OUL	R	CO	P12			
D1.4	Intermediate Report4		1	OUL	R	PU	P18			
D1.5	Final Report		1	OUL	R	PU	P24			
D2.1	Pitch Event		2	SDZ	O	PU	P4	16/09/2014	no	Held in Munich September 16th
D2.2	List of 500 registered visitors and viewers		2	SDZ	R	PU	P4	1/11/2014	yes	List contains: Registered participants of the pitch events, registered participants of the webinar and the unregistered number of viewers to the recorded events. Total number of 1200+.
D2.3	List of 200 application ideas		2	SDZ	R	PU	P4	01/11/2014	yes	The list contains 308 submitted applications
D2.4	List of 80 challengers that will enter the challenge + review report		2	DEH	R	CO	P6	30/12/2014	yes	
D2.5	List of 40 challengers that will continue to phase2 + review report		2	DEH	R	CO	P10			
D2.6	List of 20 challengers that will continue to		2	DEH	R	CO	P15			

	phase3 + review report								
D3.1	Enrolment Briefing report		3	BOU	R	PP	P6	16/01/2015	yes	
D3.2	3-boot-camps		3	BOU	R	PP	P8	07/02/2015	yes	
D3.3	Collection of 80 challengers applications to be reviewed		3	BOU	R	CO	P8	28/02/2015	yes	
D4.1	Enrolment Briefing report		4	TBM	R	PP	P10			
D4.2	5 trainings for the Challengers		4	TBM	R	PP	P13			
D4.3	Collection of meeting reports and attendee list		4	TBM	R	CO	P13			
D4.4	Collection of 40 concepts to be reviewed		4	TBM	R	CO	P13			
D5.1	Enrolment Briefing report		5	ZIC	R	PP	P15			
D5.2	Collection of 20 prototypes, including validated business models and investor pitch deck		5	ZIC	R	CO	P22			
D5.2	Collection of meeting reports and attendee list		5	ZIC	R	PP	P22			
D6.1	Stakeholder		6	SDZ	R	PU	P2	1/09/2014	yes	The mapping contains at

	Mapping in 15+ MS									least 1 key stakeholder in each MS + additional stakeholders, regarding reaching the SMEs and startups.
D6.2	Promotion campaign, incl. list of promoting partners		6	SDZ	O	PU	P4	1/11/2014	no	Collection of promoting partners, articles, tweets and events
D6.3	Website, incl. other dissemination tools		6	SDZ	O	PU	P4	1/09/2014	no	F6S.com was used as main website and open call management platform. Twitter is used as main comms. platform.
D6.4	Content database		6	SDZ	O	PU	P24			
D6.5	Closing Event		6	SDZ	O	PU	P23			
D6.6	Monitoring report		6	SDZ	R	CO	P24			

Milestones

TABLE 2. MILESTONES							
Milestone no.	Milestone name	Work package no	Lead beneficiary	Delivery date from Annex I dd/mm/yyyy	Achieved Yes/No	Actual / Forecast achievement date dd/mm/yyyy	Comments
MS1	Kick-off Meeting	1	SDZ	P1	Yes	03/06/2014	
MS2	Start promotion campaign	6	SDZ	P1	Yes	12/06/2014	
MS3	Pitch Event	2	SDZ	P4	Yes	16/09/2014	
MS4	Opening Challenge	2	SDZ	P4	Yes	15/09/2014	
MS5	Start the 1st phase of the Challenge	3	BOU	P6	Yes	30/12/2014	Due to one month delay in Open call phase. See section: Project management
MS6	Start the 2nd phase of the Challenge	4	TBM	P10			
MS7	Start the 3rd phase of the Challenge	5	ZIC	P15			
MS8	Closing Event	6	SDZ	P23			