



## Project Final Report

CEE and EU Development by Improving Start-up Support Ecosystem for take-up of FI-PPP  
Combination of Collaborative Project and Coordination and Support Action  
Grant Agreement n° 632807

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Responsible beneficiary: Civitta

Contributing beneficiaries: Civitta  
Startup Yard  
Startup Wise Guys  
OCC  
Digital Factory  
The Spot

Dissemination level: P

Start Date of the Project: 01/07/2014 (24 Months)

## List of Abbreviations and Definitions

<b>Abbreviation</b>	<b>Definition</b>
<b>DoW</b>	Description of Work
<b>EC</b>	European Commission
<b>FP7</b>	Seventh Framework Programme
<b>WP</b>	Work Package
<b>SWG</b>	Startup Wise Guys
<b>Yard</b>	Startup Yard
<b>OCC</b>	Open Coffee Club Vilnius
<b>DF</b>	Digital Factory
<b>P1</b>	Period 1
<b>P2</b>	Period 2
<b>CGA</b>	Complementary Grant Agreement

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## 1 Executive summary

CEED Tech project was initiated in 2014 July and ran for 24 months. CEED Tech consortium was composed of 1 project and innovation management company and 5 highly recognized accelerators in the CEE region and based in the 5 start-up hubs of the region: Czech Republic, Hungary, Slovakia, Estonia and Lithuania.

The long term strategic objective of CEED Tech was to increase the effectiveness of business processes and infrastructures and innovative business models that strengthen the competitive position of European industry. CEED Tech aimed to achieve this by increasing the take up of FIWARE enablers and providing comprehensive acceleration programmes to startups in order to create innovative Internet services and applications for the market.

The project was organised in four individual work packages, out of which two were related to coordination activities, one related to dissemination activities and one related to management. Main outputs of each work package are described in the section main S&T results and foregrounds.

WP2 dealt with the consolidation of the startup ecosystem for the support of the CEED Tech project and dissemination activities. The main outputs were the mapping of the expert pools and attracting 1583 applications for the 2 Open Calls.

The goal of WP 3 was the evaluation and selection of the teams to be accelerated and the contracting of the teams. The outcomes were the development of “Detailed conditions for the financial support, evaluation and selection criteria”, carrying out the evaluation and selection processes and contracting 80 startup teams with Complementary Grant Agreements for the acceleration programmes and to implement FIWARE technologies.

WP 4 provided the startups with a full range of services for them to develop innovative and technologically challenging services and applications using FIWARE technologies. 80 teams successfully graduated the acceleration programmes having developed minimum viable products with FIWARE technologies.

The potential impact to be generated by CEED Tech should be understood along two main dimensions:

1. Specific short-term impacts in relation to the work programme and project objectives
  - 80 products developed and offered to the market based on FIWARE technologies
  - Approximately 200 000 stakeholders are informed about the FI-PPP and CEED Tech project via the project channels and the channels of the project partners.
2. General long-term impact the project will have on the ICT sector and European general goals
  - Behavioural change towards take-up and use of smart technologies
  - Smarter and more efficient services and business processes

The main result of the CEED Tech project is the collection of products, services and applications developed based on FIWARE technologies. The exploitation plans are related to ongoing support for the market take up of these products, services and applications, which is achieved through the accelerator support structures and constant interaction with the startup ecosystems mapped in the project.

## 2 Project context and objectives

**CEED Tech project creates the ecosystem to involve SMEs and web-entrepreneurs into creation of prospective ICT start-ups.** CEED Tech consortium composes of 1 project and innovation management company and 5 highly recognized accelerators in the CEE region and based in the 5 start-up hubs of the region: Czech Republic, Hungary, Slovakia, Estonia and Lithuania.

**2 public calls for accelerator candidates** were organized in 2014 and 2015 by CEED Tech. The project welcomed teams from our home countries in Central and Eastern Europe, as well as other countries across Europe and beyond. Projects in the areas of data, cloud services, analytics, transactional technologies, fintech and e-commerce, B2B technologies, location based services and security, were encouraged to apply.

Each accelerated team received initial **seed financing in the form of a grant of between €15,000 and €30,000**. Promising teams received **follow-up financing of €30,000 to €220,000**. All seed investments made were co-financed by private angels and venture investors, with proven track records of cooperation with our startups. The development of all applications for CEED accelerators included **FIWARE enablers** (<http://www.fiware.org/>), as part of a European Program for Internet-enabled innovation.

**The long term strategic objective** of the CEED Tech was to increase the effectiveness of business processes and infrastructures and innovative business models that strengthen the competitive position of European industry.

**The sub-objectives of the project were:**

1. On EU level to evolve the technological developments and trials taking place in FI-PPP phases one and two into seed-type activities generating actual take-up of innovative Internet services and applications.
2. On the CEE level to radically improve the adoption rate of the FI-PPP Generic, Specific Enablers and use case platforms across the CEE region

**The operative context** of CEED Tech was the following:

The consortium will deliver **2 rounds of Open Calls** targeting **600-800 + 600-800 applicants** and deliver grants to develop innovative products and applications **to 40-50 + 40-50 SMEs and web entrepreneurs**. In order to maximise the impacts the grants delivered, the applicants were utilized for participation in **3+1 months acceleration programmes** in Estonia, Lithuania, Czech Republic, Hungary and Slovakia (8-10 SMEs in each) during which the participants received **360 degrees support** (mentoring, trainings, access to FI-PPP technology foundation and further ICT infrastructure, trial providers, the user notion, investor connections etc.) **in order to deliver innovative products, services and applications**. These accelerators have all necessary infrastructure and tools to provide start-ups with a support and help to develop a viable ecosystem, such as a network of 500+ mentors, 50 investors, 60+ pilot partners and 50+ technological partners.

### 3 Main S&T results / foreground

#### 3.1 Introduction

The goal of CEED Tech was to select 80-100 SME's and web entrepreneurs (startups) to develop innovative products, services and applications based on FIWARE technologies. The startups were supported in achieving this with 3+1 month acceleration programmes. This, in turn would:

1. On EU level evolve the technological developments and trials taking place in FI-PPP phases one and two into seed-type activities generating actual take-up of innovative Internet services and applications.
2. On the CEE level radically improve the adoption rate of the FI-PPP Generic, Specific Enablers and use case platforms across the CEE region

The CEED Tech project implemented several tasks grouped by type of activities, divided in Work Packages associated to the project implementation.

**WP 1** covered the overall coordination and management of the CEED Tech project. The objective of this WP was to assure the success of the project through coordination of the activities and maintaining an efficient and pro-active relation with the project partners, Advisory Board, SMEs and web entrepreneurs participating via Complementary Grant Agreements and the EC services.

**WP 2** - The objective of this WP was to ensure general awareness on the CEED Tech project and wide-scale participation of the SMEs and web entrepreneurs in the two CEED Tech Open Calls.

→ **The main milestone for WP2 was to reach 1200 - 1600 applications for the two Open Call. CEED Tech project attracted 1583 application in total.**

**WP 3** - The aim of this WP was to ensure high-quality selection of SMEs and web entrepreneurs to the acceleration programme.

→ **The milestone for WP 3 was achieved with 80 teams contracted with Complementary Grant Agreements for the acceleration programmes.**

**WP 4** - The aim of this WP is to provide the SMEs and web entrepreneurs with full range of services for them to develop a large set of innovative and technologically challenging services and applications using technologies and validating the concepts developed under the previous phases of the FI-PPP.

→ **The milestones for WP 4 were achieved with 80 teams completing the acceleration programmes and 45 selected for follow-up funding**

## 3.2 WP 2 – DISSEMINATION

### AIM OF THE WP

The objective of this WP was to ensure general awareness on the CEED Tech project and wide-scale participation of the SMEs and web entrepreneurs in the CEED Tech Open Calls.

The dissemination actions to be carried out in the project played a key role in this project through the consortium of 6 partners, located in Estonia, Latvia, Lithuania, Czech Republic, Hungary and Slovakia. WP2 aimed at the broader dissemination of the project results beyond the borders of the CEED Tech partnership including other present and future European Union countries. WP2 drew strands from the other work packages and provided the coherence and structure for appropriate dissemination activities.

Dissemination in frames of CEED Tech project had a dual focus.

#### 1. Dissemination of the CEED Tech Open Calls

Strategic aim: To increase the participation of the CEE region's organisations in the FI-PPP program and level of exploitation of the FI-PPP results in the region.

Direct aim: To get 1200-1600 SMEs and web entrepreneurs to participate in the CEED Tech Open Calls.

#### 2. General dissemination of the FI-PPP program's and CEED Tech project's activities and results

Strategic aim: To ensure wide-scale understanding of FI-PPP initiative and exploitation of the CEED Tech project results in the CEE region, at European and international dimension.

Direct aim: To raise general awareness on the FI-PPP program, activities of the CEED Tech project and results (technologies and applications available) of the Open Calls.

**Additionally, WP 2 activities included coordination of the activities with the start-up ecosystem - mentors, investors, established industry, with FI-PPP stage 1 and 2 projects and other projects selected under this objective in defining the open calls**

**Strategic aim:** the aim of this task was to aggregate, join and extend the full ecosystem to successfully involve the SMEs and web-entrepreneurs and support them in exploitation of FI-PPP results.

Direct aim: Eco-system mapped and accessible to all partners.

### MAIN RESULTS ACHIEVED

**The objectives were fulfilled via tasks listed below:**

Task 2.1 Draw up Dissemination Strategy document

Task 2.2 Development of project advertising related material

Task 2.3 Launch and maintenance of project website

Task 2.4 Coordination of the activities with the start-up ecosystem

Task 2.5 Dissemination of the Open Calls and general awareness raising

The **dissemination strategy (Task 2.1)** was developed during the first 3 months of the project. The strategy covers the following topics: objectives of dissemination, target audiences, channels, planned activities and the impact of the results. The strategy already includes an overview of some of the results achieved in the first months of the project. The strategy reiterates the main goal of CEED Tech WP 2, which is to reach 600-800 applications per Call, targeting startups from Central and Eastern European region as well as other countries all over the world.

The dissemination strategy was submitted to the EC as a deliverable 21 October 2014.

**Project advertising related material (Task 2.2)** was developed for the first Open Call. This included:

- 1) Design of the logo:



- 2) Development of design for roll-ups, flyers, posters. Example:



The flyer features the CEEDTECH logo at the top. Below it, the text reads: "CEED Tech is a consortium of 5 established startup accelerators in Central and Eastern Europe. We specialize in mentorship and investment for high-potential, scalable businesses led by proficient founders. We enable access and use to hundreds of technologies developed by leading corporations".

**The Accelerators:**

- WISE GUYS (Tallinn, Estonia)
- STARTUPYARD (Prague, Czech Republic)
- SPN (Bratislava, Slovakia)
- Digital Factory (Budapest, Hungary)
- OCC (Vilnius, Lithuania)

**Program Offer:**

- 30k Funding (represented by a money bag icon)
- 450+ Mentors (represented by a group of people icon)
- 3-6 Month Acceleration (represented by a microscope icon)
- 30k -250k Follow-up (represented by a briefcase icon)

**Contact:**  
www.ceedtech.eu  
@ceedtech  
Facebook.com/ceedtech

The flyer also includes logos for FLUORRE and the European Union.

- 3) Development of presentation used within the project



CEED Tech is a consortium of 5 established startup accelerators in the Central Eastern European region. We specialize in mentorship and investment for high-potential, scalable businesses led by proficient founders.

Our five 3-6 month acceleration programs are based in:

- Estonia
  - Lithuania
  - Slovakia
  - Czech Republic
  - Hungary
- Startup Wise Guys
  - Open Coffee Club
  - The Spot
  - Startup Yard
  - Digital Factory



**Value Proposition** Established accelerator programs with world-class mentors and initial seed financing of up to 30K with follow-up funding of 30-250K.

**Focus** Data, cloud services, analytics, transactional technologies, fintech and e-commerce, B2B technologies, location-based services, and security software.

**Financing** Each accelerator is backed by private investors and the European Commission, which enables unique access to financing, mentorship and FIWARE technologies.



**Program Setup** Shape > Build > Sell > Follow-up

**Dates** Applications open: September 2015  
Batch 1: March 2015  
Batch 2: Late 2015

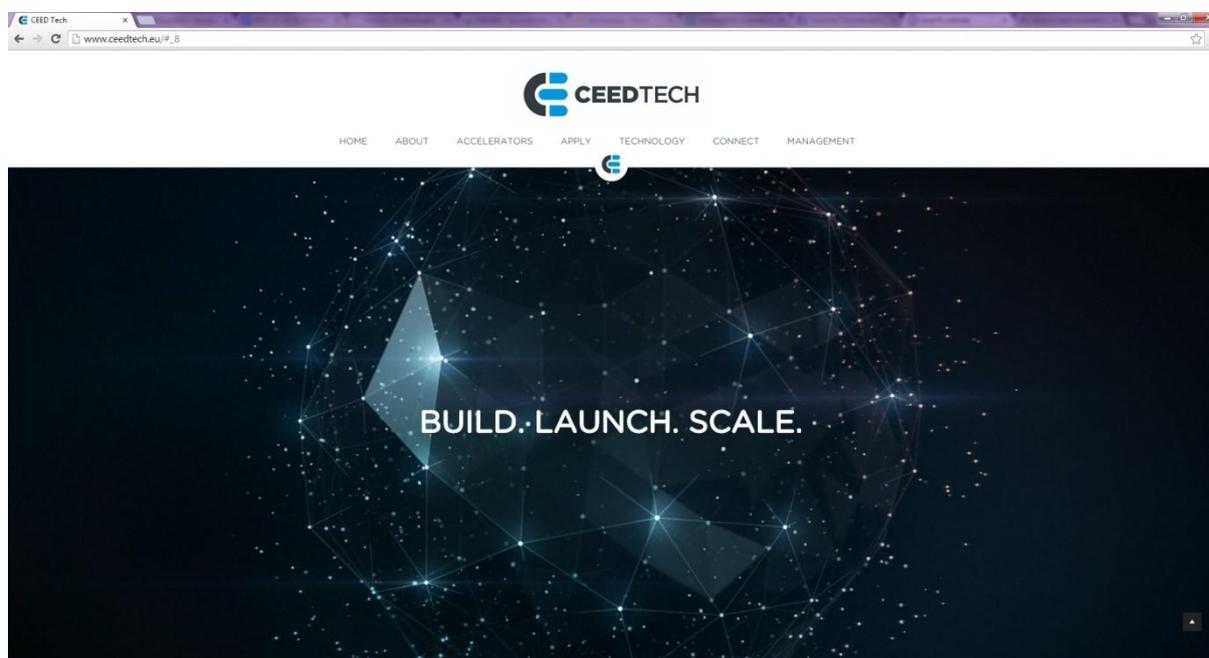
**Goal** To fund and support 40-50 top global startups per batch and help drive innovation in Europe.

**More info** [www.ceedtech.eu](http://www.ceedtech.eu)  
[www.f6s.com/ceedtech](http://www.f6s.com/ceedtech)



- 4) Development of partner specific material. In addition to generic CEED Tech project related advertising materials, project partners created separate designs for and used their own marketing materials in order to maximise already established accelerators' brand recognition. Those materials were used together with CEED Tech project marketing materials. Two examples are included in results.

**CEED Tech website (Task 2.3)** was developed, implemented and maintained at [www.ceedtech.eu](http://www.ceedtech.eu). The project website will remain active until the end of 2016 and in case a new project will receive funding then it will most probably continue on the same domain.



**Coordination with the startup ecosystem (Task 2.4)** was one of the cornerstones for guaranteeing the success of the project. The ecosystem of the partners was mapped together with the dissemination strategy at the beginning of the project and the mapping was updated for the second Open Call and acceleration programme. The partners were engaged at dissemination, evaluation and selection, the as well as the acceleration programmes. The ecosystem also plays a vital role in the long term sustainability and exploitation of the project results.

Brief summary of ecosystem mapping:

Type of expert pool	Number of actors mapped	Number of actors worked with
<b>Mentors</b>	202	462
<b>Investors</b>	100	156
<b>(Technology) partners / User pool</b>	23	47
<b>National and regional support systems</b>	95	83
<b>FI-PPP stage 3 pool</b>	15	15

**Dissemination of the Open Call and general awareness raising** was carried out throughout the project with two larger efforts carried out for the Open Calls. The summary of dissemination results is presented in the table below:

Objective	Results Planned	Result Achieved
Number of potential startups reached	200 000	200 000 +
Number of applications attracted on f6s	1200-1600	1583
Number of applications submitted on f6s		960
Number of countries the application originated from	28 (65% from CEE region)	67 (59% from CEE region)
Thematic Blog and media articles	120	284
Organization of events	48	76
Roadshow events (participation in startup events)	40-60	152
Country visits	50	79
Number of startups reached throught roadshows and country visits		16 908
Number of one-on-one meetings held <sup>1</sup>		1346
Number of media coverage	15	78

## CONCLUSIONS

**The main milestone for WP2 was to reach 1200 - 1600 applications in two Open Calls. CEED Tech project attracted 1583 application in total.**

<sup>1</sup> No target set in DoW.

### 3.3 WP 3 – OPEN CALLS, EVALUATION AND SELECTION

#### AIM OF THE WP

**The aim of this WP was to ensure high-quality selection of SMEs and web entrepreneurs to the acceleration programme.**

The focus of this WP was to scope, organise and manage open calls for small and innovative ICT players such as SMEs and web entrepreneurs **to select 80-100 teams under two calls** who have the best perspective develop services/applications that:

- present a clear societal and economic value
- exceed a defined minimum level of functional complexity
- generate a very large number of small, innovative services, which build on the FIWARE Generic Enablers technologies and ongoing large scale trials

For both, ensuring a selection of SMEs capable of delivering these services/applications and ensuring a smooth selection and management procedure of the Open Calls, this WP had the tasks of:

- **defining detailed conditions for the financial support, evaluation and selection criteria**
- **implementation of the evaluation and selection process of the SMEs and web entrepreneurs** who will receive the grant to take-up Future Internet technologies and develop products and services during the acceleration phase (to be followed in WP4).
- **Management and coordination of the Complementary Grant Agreements** for the selected startup teams

#### MAIN RESULTS ACHIEVED

**The objectives were fulfilled via tasks listed below:**

Task 3.1 Defining the detailed conditions for the financial support, evaluation and selection criteria

Task 3.2 Evaluation and selection of the teams to be accelerated

Task 3.3 Management and coordination of the Complementary Grant Agreements

Task 3.1 was started in period 1 with submission of the first deliverable to the EC within the framework of WP 3 – „**Detailed conditions for the financial support evaluation and selection criteria**“. This report lies down the detailed conditions for the financial support (minimum and maximum amount of financial support, criteria determining the amount, activities supported, eligible applicants, criteria of award) as well as the evaluation and selection criteria of the CEED Tech Complementary Grant Beneficiaries. The report presents the design of the evaluation procedure.

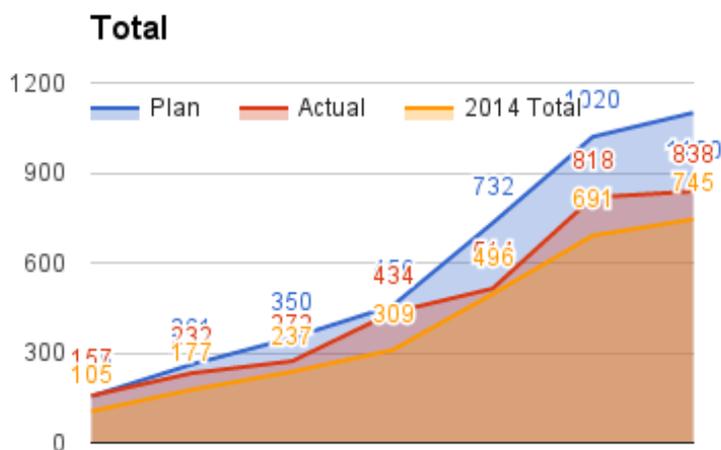
The task also included the development of the following for the management of the Open Calls:

- 1) Questionnaire for the application process on f6s
- 2) Open Call text
- 3) Evaluation procedure preparation

Task 3.2 included **the evaluation and selection of teams to be accelerated in WP 4**. The evaluation was carried out twice corresponding for the Open Calls and the acceleration programmes. The results are the following:

- CEED Tech received +12% more applications year-over-year - 745 in Call I and 838 in Open Call II
- The evaluators identified more quality teams in Batch II, thus were able to select 51 teams for the full acceleration programs and 10 teams for FIWARE programs compared to 37 teams in Open Call I.
- Plenty of mentors were attracted to join the evaluation process and spend more time with top teams in both Calls. It enabled to work with many mentors more closely during all the programmes and employ their need to give back. Many mentors are still active and help teams after the acceleration as advisors and/or business angels.
- We applied improved guidelines for evaluators in Batch II. The cooperation among the consortium was straight, we kept the schedule and discussed the match between startups and programs more often.
- The same evaluation was done for the follow-up funding, when the accelerators discussed with the accelerated teams their progress more deeply and intensively and invited mentors could justify the distribution of the grant.

Chart of submitted applications<sup>2</sup>:



**Task 3.3 included the management and coordination of the Complementary Grant Agreements** to contract the selected startups for the acceleration programmes. The coordinator of the consortium was responsible for putting in place the legal framework and procedures for being able to sign the complementary grant agreements with the teams. The work included the design and compilation of the complementary grant agreement documentation and their annexes.

The evaluation and monitoring of the complementary grant agreement beneficiaries was carried out in cooperation with WP 3 (evaluation and selection of beneficiaries) and WP 4 (acceleration

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<sup>2</sup> „Plan“ for both charts does not represent a required number of applications, but was a more ambitious goal set by the consortium. The goal was to attract 600-800 application per Open Call.

programme. The grants were provided in two tranches – seed stage funding and follow-up funding for the most successful teams.

Batch 1 included only Business Acceleration complementary grant agreements. The FIWARE Package was introduced for Batch 2 with the elimination of the investment agreement.

80 Complementary Grant Agreements were signed in total in the CEED Tech project - 34 in Batch 1 and 46 in Batch 2. 45 contracts were extended to receive follow-up funding – 21 in batch 1 and 24 in batch 2.

The minimum and maximum funding rates were the following:

- Seed stage funding range was 20 000 – 30 000 EUR
- Follow-up funding range was 30 000 – 220 00 EUR
- For FIWARE package the seed stage funding was 15 000 EUR

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#### GRANT FUNDING STATISTICS

	Seed funding	Follow-up
Total grants	2 075 139	2 924 861
% of total grant fund	42%	58%
Average grant size	25 939	64 997

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- **CEED Tech project granted 5 mln EUR of funding to startups in total.**

## List of Complementary Grant Agreements and startups receiving the funding

### Batch 1

Nr	Accelerator	Name of project	Short description	Seed financing	Private sum	Follow-up
1	SWG	<b>Sorry as a Service</b>	With just a click of a button customer relation manager will be able to dispatch apologies.	27 000	3000	80 000
2		<b>PublishDrive</b>	Pubify lets you create your ebook, distribute worldwide and integrate social media for effective marketing, so you can just sit back and enjoy your hassle-free publishing experience	27 000	3000	80 000
3		<b>MRPEasy</b>	MRPEasy is a cloud MRP system that enables small to medium manufacturers to manage production and planning.	27 000	3000	40 000
4		<b>ReduceMyInvoice / Edutise</b>	Reduce My Invoice unlocks economies of scale for schools and local businesses.	27 000	3000	30 000
5		<b>SyncUI</b>	SyncUI is an interactive synced cross-browser testing tool that provides live, synced testing in multiple browsers and devices.	27 000	3000	30 000
6		<b>Akselworks</b>	Akselworks is an Agile business management toolset that integrates people, projects, and businesses (internal or external) seamlessly in one place.	27 000	3000	
7		<b>BitCalm</b>	BitCalm enables developers to configure fully-automated server backups without a system administrator. Manage backup settings, view historical logs and statistics easily through the web interface while reducing the size of backups 40-70%	27 000	3000	
8		<b>EstateGuru</b>	EstateGuru is a crowd-financed marketplace for secured property loans. It increases return for investors and opportunities for borrowers while bypassing banks and other financial institutions.	27 000	3000	
9		<b>Hashtago</b>	Hashtago is a deep analysis and research tool for hashtags that allows businesses, brands, and data scientists to build strategy around social media and impact on consumers. Analytics for hashtags	27 000	3000	
10	The Spot	<b>BeeSafe</b>	BeeSafe is a mobile based security service for women, children and lone travellers. Our unique solution automatically calls for help in case of danger. You and your loved ones will be much more safe with our service.	30 000	2000	40 000
11		<b>Kickresume</b>	Kickresume is a simple tool that helps young people with everything what they need to be hired. Kickresume lead them to get through whole process of resume writing.	30 000	2000	60 000
12		<b>CloudO</b>	Cloudo is an application that boosts your productivity giving you one place to access and control all your saas tools. Quickly open files in your Dropbox, assign tasks to your teammates in Asana or search across your apps - all from one place at your fingertips	30 000	2000	40 000

13		<b>Aykiro</b>	Development and commercialisation of high- quality (AAA) multiplayer game for mobile devices (e.g., tablets)	30 000	2000	40 000
14		<b>Axepto</b>	Handling of electronic documents between courier companies and contractors including full legal signatures on tablet devices.	30 000	2000	40 000
15		Betviz	Betviz is a aggregation and data mining webpage, which brings variety of sports data to one place.	30 000	2000	
16	<b>Yard</b>	<b>Shoptsie</b>	Shoptsie lets you create a free online store in minutes that can be integrated into any existing website or blog and even into Facebook. It is as easy as running a blog.	30 000	1000	35 000
17		<b>Budgetbakers</b>	Wallet by BudgetBakers, is for individuals and families who worry about not knowing where their money goes. Wallet is a friendly, easy-to-use, mobile and web-based budgeting platform that provides a simple, comprehensive financial dashboard in a clean and intuitive environment. So far, the Android app has been downloaded over 800 000 times.	30 000	1000	50 000
18		<b>Teskalabs</b>	Teskalabs provides enterprise grade security solutions for industrial and consumer mobile applications. Teskalabs offers a plug-and-play information security platform for any connected device via software, hardware and/or SaaS products, based on industry best practices.	30 000	1000	80 000
19		<b>Testomato</b>	With Testomato, you can set up automated tests for your website's pages, forms, and password-protected areas. We offer a range of tests including HTTP status codes, common application errors, strings, and forms. You can collaborate with your whole team and discover issues as they happen with instant email notifications, integrated alerting, and our Google Chrome extension.	30 000	1000	50 000
20		<b>Myia</b>	We create a mobile app that allows to broadcast messages to anyone sharing the same wi-fi. Other definitions of "same place" than same wi-fi are planned too. There is no contact list needed, anyone can send a message and all connected users receive it. Xin also displays a map with active hotspots and a hint about activities in it.	30 000	1000	30 000
21		Markeeto/TrendLucid	We scan hundreds e-commerce sites and search for all products on the market. We also scan hundreds of forums, blogs and rating sites and we give overall rating to each product. Our customers can see which products are new, old, popular. Which product the competitors have and they don't have.	30 000	1000	
22	<b>Digital Factory</b>	<b>AzAutom</b>	CarAngel is a web-based solution that allows car owners to buy car parts directly from wholesale car parts distributors at a much cheaper rate than they currently do.	27 000	3000	100 000
23		<b>SpyMoz</b>	SpyMoz helps the SMEs to know their competitors and offer solutions to reach better competition position.	27 000	3000	50 000
24		<b>Laborom</b>	HealthVentures is developing Laborom, a medical test result organizer application for patients with chronic disease, to track and chart their home measurements and records of medication.	27 000	3000	50 000

25		Localization Guru	Translation and localization services by native speaking professionals, leveraging cloud-based translation memories and platforms like MailChimp, Dropbox, etc. to scale internationally fast and cost-efficient	27 000	3000	
26		PsychAsk	PsychAsk.com is a global Online Live Video Chat Room, where millions of Customers can talk with thousands of Psychological Professional and Life Coaches face-to-face for emotional support, from the comfort and privacy of home!	27 000	3000	
27		GigDiving	Gigdiving is a fan-initiated concert making platform that let artists go where their fans are.	27 000	3000	
28	OCC	LinkTail	Web app that integrates with social networks and manages professional connections. Ina form of automated-marketing-CRM it segments connections to groups of interes based on information available about them. Then helps collect more relevant information, paid connections and help start mutual business.	20 000	2000	220 000
29		Parko	Last mile parking solution for car GPS. By integrating with the existing hardware and software solutions, the middleware technology identifies likely parking places, adjust arrival time estimates and helps locate free parking slots.	30 000	893 136	90 000
30		Soundest	Marketing automization tool for e-commerce for SMEs. The tool works as a plug-in for popular e-commerce engines (i.e. Shopify ) and automatically segments the existing user base. In the future it will also perform automated marketing actions for the SMEs.	20 000	86 000	30 000
31		OneNear	A vertical marketplace to enable small craftsmen to establish online presence and collect orders. The website bridges the gap of lacking marketing skills and resources by small services providers by selecting sales strategy for them and driving them through and easv online marketing Drocess.	27 042	27 579	
32		Parkego	The startup is building a peer-to-peer marketplace for renting parking lots. In the same fashion as AirBnB, there will be an option to book a parking lot using a mobile application. Parking lot owners will have to have their space comply with certain legal and technological, as well as physical conditions	20 000	2000	
33		Sparkle & Flow / Veleza	Mobile app to help customers discover and purchase skin care products matching their skin and personal preferences. By processing input from crowd of users, the app uses adaptive algorithms to select likely additions to the product basket so that they match skin types and user preferences in one go.	27 097	188 736	
34		Savy	A peer to peer (marketplace) lending platform that enables anyone to lend money via internal marketplace. By creating internal vetting process it also allows eligible individuals to apply for loans, to be financed and repay them using the website.	20 000	90 000	
TOTAL grant funding				929 139	1 265 000	

## Batch 2

Nr	Accelerator	Name of project	Short description	Grant sum	Private sum	Follow-up
1	SWG	RebelRoam	Monitoring and Analysis Platform will be a key component in our Transportation Internet Service delivery, aggregating the real time data feed from vehicle routers, gps probes and subscriber identity module servers	27 000	3000	72 000
2		Callpage	With CallPage's widget companies get 75% more leads from their websites by offering realtime callback in 28 seconds	27 000	3000	30 000
3		RateChain/	DRM Solutions OÜ creates price management solution for independent car rental companies with ready online connection to car rental brokers	27 000	3000	
4		ResultsOnAir	Increase Security of our platform as we work with sensitive data. Additionally full implement user management system to allocate access according to roles	15 000	n/a	
5		ShipItWise	Shipitwise is a transparent international business shipping for merchants	27 000	3000	
6		StepShot	StepShot is a tool for creation of technical documentation, step-by-step user guides, training material and clear instructions for customers. The aim of the project is to make knowledge sharing more efficient.	27 000	3000	30 000
7		WolfPrint	Wolfprint 3D is developing 3D scanner network to create custom products and services for consumers, starting from the tourism sector	27 000	3000	70 000
8		Kuan	A peer-to-peer money transfer platform offering cheaper, faster and more transparent foreign exchange service for small businesses trading between Europe and Asia.	27 000	3000	
9		Leansite	Leansite is a simple application supporting construction site management and team collaboration. It uniquely connects project master plans to weekly work activities and provides access to the project data anytime, anywhere.	27 000	3000	
10		PublicFast	PublicFast is the place where brands and influencers get together to create social media projects.	27 000	3000	27 500
11		Teamscope	Teamscope relies on big data analysis and machine learning to discover the pattern behind great teams and uses advanced visual analytics methods to provide actionable insight to team leaders.	27 000	3000	

12	The Spot	Klear OOD	Klear is building a combination of a peer to peer lending marketplace and a financial education platform	30 000	2000	67 917,5
13		Papaya POS s.r.o	Papaya POS is a cloud-based POS SW designed for Android devices that offers sales processing, inventory management and web administration. Activities performed within CEED Tech Acceleration will focus primarily on technical improvements of Papaya POS and its distribution.	30 000	2000	67 916,5
14		Duo Money Ltd	Online shopping is being redefined by OpenBazaar, a Bitcoin-powered marketplace without service fees (hence lower prices). Join the future of shopping with the Duo Money app.	30 000	2000	67 916,5
15		Payo Wallet /	A platform that enables "personalized loyalty as a service" including mobile wallet features for all retailers possible by leveraging the transaction data through EPOS integration	30 000	2000	67 916,5
16		Shupito	Application enabling restaurants to run their own online ordering system. By increasing the volume of orders placed directly, restaurant becomes more independent from 3rd party aggregators.	30 000	2000	67 916,5
17		Smart Fare	<ul style="list-style-type: none"> <li>- Purchase and payment for tickets in public transport using a mobile app</li> <li>- Payment using credit/debit cards</li> <li>- QR code or BLE beacons validation of the tickets</li> <li>- Schedules, route planner, notifications</li> </ul>	30 000	2000	67 916,5
18		Shoozr	Shoozr bridge modern consumer expectations with classic TV-advertising and transforms former passive spectators into active consumers. Target : win-win-win for TV, Brands & Consumers	15 000	n/a	
19		GUH	GUH is an IoT software provider. We offer customization services around the open-source IoT middleware guhIO. As a B2B company, we enable rapid prototyping for IoT companies.	15 000	n/a	
20	Yard	NeuronAD	NeuronAd is for online publishers who massively rely on advertising for revenue, but are losing revenue due to users installing adblockers. NeuronAd is a next-gen advertising platform and can generate revenue from ad-blocked users while decreasing page loading times and providing more privacy and security for those users.	29 000	1000	40 000
21		Novelzneraty s.r.o	Internet classifieds search engine that aggregates multiple classified ad websites. Offers premium alerts, deal tips and other services for consumers. Collects used item market data to show trends and provide market insights for businesses	15 000	n/a	

22	<b>Airconomist (Speedify)</b>	Airconomist is for spontaneous travellers who struggle finding realistic and affordable last-minute flights. It is a mobile travel discovery platform that finds the cheapest return flights from the nearest airport and lets users book them. Unlike the clunky old-fashioned search engines, with AIRconomist you don't need to know when and where you want to go.	29 000	1000	59 667
23	<b>SatisMeter</b>	For online businesses that lack qualitative feedback from users. Satismeter is an in-app feedback platform, that collects NPS data based on specific usage patterns.	29 000	1000	40 000
24	<b>Toteminteractive</b>	TotemInteractive is a startup that builds the cloud-based advertising platform for interactive outdoor campaigns on digital screens in public spaces	29 000	1000	
25	<b>Salutara,</b>	For people seeking quality medical care but cannot find affordable, accessible treatment at home. Unlike googling it and do-it-yourself, T2H is a full-service end to end platform for searching, comparing and booking a medical treatment abroad	29 000	1000	59 667
26	<b>ClaimAir</b>	ClaimAir helps travellers to get flight and baggage compensations that are based on a legal basis and paid directly by the airlines.	29 000	1000	77 166
27	<b>Boatify</b>	Boatify is for people who want to go on a boat ride, but don't have easy and affordable access to a boat. It's a web and mobile platform, where boat owners can earn money renting their boats directly.	29 000	1000	
28	<b>NeuronSW</b>	Our application uses methods of artificial intelligence for sophisticated voice and audio analysis to discover deep insight into sound such as an emotions as speakers or detection or mechanical malfunction of production machinery	29 000	1000	40 000
29	<b>Stream +</b>	"Flipboard" for TV. Mobile app for aggregation of video, text, social media and other types of content delivering linear TV-like user experience	29 000	1000	
30	<b>Digital Factory</b>	<b>Everrip</b> Help people in grief with digital solutions. End-of-life planning services and solutions for people who want to be well cared for in any situation.	15 000	n/a	
31	<b>MachineryGuide</b>	MachineryGuise is an agricultural guidance application, which was developed for Android devices. With our application a personal smartphone/tablet can be turned into an agricultural navigation system, which helps the farmer save money and time when it comes to cultivation.	15 000	n/a	
32	<b>PixPay</b>	PixPay offers a tool for merchants with which they can sell their products on any native application with just sharing one single picture. This is a general solution that drastically reduces the efforts required to sell and buy on mobile.	30 000	option	
33	<b>ROI Miner</b>	ROIminer is an online tool that is capable of upscaling AdWords campaigns by automating much of the manual work required to create and manage an up-to-date product inventory in AdWords	15 000	n/a	

34		Syncee	Syncee.io automatically updates and synchronizes your suppliers datafeed with your online store. No high setup cost. No programming skills required. Syncee.io supports the most popular ecommerce systems like Magento, CS-Cart, OpenCart, Prestahop, WooCommerce, Shopify	15 000	n/a	
35		Slamby	Instant Data Management platform for ecommerce players. Focusing on data classification and other domain specific data extractions	15 000	n/a	
36		motoglobe.hu	A website and mobile application for motorcycle owners and riders. A community for bikers and travellers. A database of routes: where to go and why. When on the road: where to eat and where to stay. All the data for your bike - and all the parts and accessories to buy	30 000	option	60 000
37		CeeCommerce.com	CeeCommerce.com Kft. Is an e-logistics provider founded in 2015 offers smart domestic&cross border e-commerce fulfilment, delivery & returns solutions, supported through one integrated IT tool.	30 000	option	100 000
38		Recycling Market Kft	The Recycling Market will be a cost efficient way to match the supply and demand side of recyclable waste and will be able to provide transparent pricing information for the players. The product will be an online B2B marketplace exclusively for recyclable waste.	30 000	option	140 500
39		MoowFarm	Dairy milk production can drop unexpectedly by 20 %. This can be prevented by monitoring the rumen using our bolus. The bolus transmits the PH and temperature data to the Base Station via radio frequency. In case of critical values notifications can be sent immediately to the mobile phone of the responsible person.	30 000	option	100 000
40		BOOKR Kids	BOOKR Kids offers children a wonderful tool for reading: an easy-to-use eBook application. Available in both iOS and Android, the BOOKR Kids app and subscription service offer mobile access to hundreds of classic and modern children's stories, BOOKR Kids originals, and content from authors around the world, enhanced with interactive digital features such as read-along word highlighting, audio playback, and engaging story narration.	30 000	n/a	
41	OCC	PriceWisely	The company has developed a robot which is able to scan multiple price points on various e-commerce platforms. As a result it provides real time intelligence which unlocks e-commerce profits and automates work which is now done manually.	20 000	2000	
42		Sidewalk	SIDEWALK – autonomous city delivery robot which has the main function to transport parcels from place A to place B without human assistance.	20 000	2 000	101 953,67
43		Sales Eyes	Sales agent And Task management products - Solutions for distribution and wholesale and work field management companies. We provide an opportunity for salesmen, agents service people to manage their client information, their orders and range of products/service on their mobile device.	20 000	2500	

44	BranchTrack	Online Software-as-a-Service for creation and delivery of branching scenarios for use in online training.	20 000	230 000	
45	<b>Dropbyke</b>	Dropbyke is a stationless city bike platform based on a mobile application and run on existing bike infrastructure. Dropbyke activates underutilized fleet of local bike rentals providing commuters with affordable and flexible urban mobility solution. It provides new level of freedom for public biking. Basically, it is Uber for bicycles.	20 000	60 000	101 953,67
46	<b>Wowtto</b>	Wowtto combines the drivers on the streets with brands. Media that has not been used yet - millions of cars on the streets - becomes the advertising space and millions of drivers - so far undiscovered brand ambassadors and Wowtters.	20 000	130 000	101 953,67
<b>TOTAL GRANTS</b>			<b>1 146 000</b>		<b>1 659 861</b>

## CONCLUSIONS

The milestone for WP 3 was achieved with 80 teams contracted with Complementary Grant Agreements for the acceleration programmes.

### **3.4 WP 4 – Acceleration and postacceleration sustainability**

#### **AIM OF THE WP (AS IN THE DoW)**

The aim of this WP is to provide the SMEs and web entrepreneurs with full range of services for them to develop a large set of innovative and technologically challenging services and applications using technologies and validating the concepts developed under the previous phases of the FI-PPP. This WP focuses on the acceleration programme to be provided to the TOP 40-50 + 40-50 teams that have been selected under each of the two calls.

#### **MAIN RESULTS ACHIEVED**

**The objectives were fulfilled via tasks listed below:**

Task 4.1 Acceleration programme preparation and implementation

Task 4.2 Evaluation, follow up, sustainability of the results

- **Task 4.1 was concluded with completion of the preparation activities for the acceleration programmes and carrying out the 3+1 month acceleration programmes twice in the 5 accelerator locations.**

The consortium of accelerators was made of highly experienced accelerators with strong know-how and expertise in managing and running acceleration programmes. Preparation included setting a workplan, refreshing a mentor and investor network, building an agenda and promoting the programmes.

Once the preparation activities were done, professional on-site acceleration programmes were launched in 5 countries. They are based on shape-build-sell model. During the acceleration startups were provided with a variety of resources designed to help them in making business decisions. Accelerators also ran a variety of other activities designed in accordance with the requirements of participating startups, provided technical, business support, and continuous mentoring.

Following feedback from Batch 1 startups, a FIWARE programme was introduced in Batch 2. While it received some negative responses at the beginning, it earned recognition from most startups after a more comprehensive introduction.

Use of FIWARE technologies - although some of the startups were not too familiar with the FIWARE technologies prior to the acceptance to the accelerator, all startups were able to deliver very innovative and technologically challenging solutions within the requested time frame thanks to continuous support.

Members of the consortium adopted various methods for cross-acceleration activities, including joint activities between accelerators, a FIWARE Alumni Workshop and Skype meetings with mentors from the cross-acceleration list.

Following the WP, the success of the accelerator programmes was evaluated, including main highlights and achievement of milestones. Overall, all stakeholders within the accelerator, namely the teams, mentors, investors, workshop lecturers and corporate partners have provided and

received feedback. Apart from changes performed during the programme, feedback was used to update and change the future accelerators to offer better value to the participating companies.

All teams made significant progress with their businesses during the course of the programme, which appears to validate the acceleration models adopted by partner accelerators. Moreover, based on the feedback collected from the teams it can be declared that all workshops also went very well. Based on daily interaction with the teams and their interim milestones reporting, it is safe to assume that the milestones will be achieved with an approximately 80 - 85% success rate on average; evenly distributed among the teams. The milestone was to accept and accelerate between 8 and 10 teams per acceleration programme per call. **80 teams were accelerated over 2 calls, 34 teams from batch 1 and 46 from batch 2.** The milestone was successfully met with each accelerator helping to develop 8 solutions per call on average.

- Task 4.2 included the evaluation, follow up and the sustainability of the acceleration programme results in order **to guarantee the success of the developed Internet services and applications based on FIWARE technologies. The follow-up activities support the further market uptake of the services and applications.**

Follow-up activities included providing accelerator alumni with all the tools to successfully drive their ideas after the program is over. A further contact between startup teams, mentors and investors was facilitated through online groups, Skype sessions, networking events, and by actively promoting startups. Startup teams were also provided with necessary working space after the acceleration was over and a comprehensive support network.

The support network includes a post-accelerator mentor pool, follow-ups through weekly meetings, access to a joint Facebook group for further contact with mentors, and a detailed information package about platforms and services, relevant for the particular startup team. To ensure best communication between all stakeholders, clear reporting & communication procedures have been set. This included regular feedback collection from all parties as well as regular (weekly and monthly) meetings and calls with accelerator alumni teams.

Sustainability activities were aimed to ensure short-term and long-term sustainability of the startups. In the short-term startups benefited from direct coaching, direct introduction to investors, follow-up grant funding, continuous coaching, feedback from mentors, and participation in various events. In the long run teams benefitted from further financing from investors, team promotion to investors, more specialized founder workshops, and meetings with experienced CEOs.

Feedback was collected from investors, mentors and startup teams. In general, investors were pleasantly surprised by the quality and the investment potential of the startups. Mentors stated that the format of the accelerator was effective and that teams had a good focus on research and market first approach. However, there were challenges with the slow speed of the startups in terms of their communication and willingness to learn. These issues were overcome during the accelerator the final consensus was that most teams are ready for investment and expansion into foreign markets. Startups perceived the value of the events and workshops highly. Overall, startups expressed particular appreciation for the sales, product and UK events.

A number of business partnerships were established across accelerators to ensure successful exploitation of startup ideas. Essentially, the accelerators aimed to make sure that startups that go through the programme have the knowledge on how to sell, market and growth hack, but also have built a network of potential partners in which they can see a base for support in growth.

## CONCLUSIONS

- Cross accelerator activities were put in place and implemented
- Three+one months of acceleration implemented for 2 batches of startups, 80 startups in total
- 45 teams in total selected for follow-up funding
- FIWARE programmes carried out for FIWARE package teams
- Follow-up after acceleration program conducted for Batch 1 and set in place for Batch 2
- Additional services provided to all participating startups for them to develop innovative and technologically challenging services and applications.
- 80 teams graduated from the acceleration programme
- 80 innovative and technologically challenging services and applications developed using FIWARE technologies

## 4 The potential impact and the main dissemination activities and exploitation of results

### 4.1 Potential impact

The potential impact to be generated by CEED Tech should be understood along two main dimensions:

1. Specific short-term impacts in relation to the work programme and project objectives;
2. General long-term impact the project will have on the ICT sector and European general goals;

#### During 24 months CEED Tech project delivered the following outputs:

- Approximately 100 000 SMEs, web entrepreneurs and start-ups were informed about CEED Tech Open Calls
- Approximately 200 000 stakeholders were informed about the FI-PPP and CEED Tech project via the project channels and the channels of the project partners.
- 2 CEED Tech Open Calls with altogether 1583 applicants
- Selection of 80 startups in total, 34 in Call 1 and 46 in Call 2 per Call to enter the Acceleration programmes
- Selection of 45 web-entrepreneurs to receive additional Stage 2 funding for further product realization and market break-through
- Seed funding of € 15-30 000 for each selected team in First Stage to be used for participation in 3+1 months acceleration programmes and € 30 000-220 000 of follow-up funding to the most promising teams to continue their product development and market entry

- Additional venture funding of up to 10% to each of the selected teams in the Business Acceleration programme on top of the EU funding in the seed stage funding
- 2x5 3+1 month acceleration programmes in 5 accelerators, follow-up activities with 46 selected teams receiving Stage 2 funding
- FIWARE package delivered to the teams selected for the FIWARE acceleration package of CEED Tech
- 80 innovative products and applications developed by the accelerated teams using available FI-PPP infrastructure and technologies under Stage 1 funding and 45 selected most promising taken to the next development and market break-through phase under Stage 2 funding.

The core focus of CEED Tech project **was to offer new opportunities for high-growth entrepreneurs and SME players to offer new products, services and applications using available FI-PPP infrastructure.**

→ These new products will significant increase of the effectiveness of business processes and propose novel approaches to the operation of infrastructures and applications of high economic and/or societal value.

Integrated start-up ecosystem, accelerated SMEs and web entrepreneurs, their start-up companies, products, services and applications developed and clients served are the main channels for generating expected impacts. According summary of the CEED tech impact drivers at the end and 1 year after the end of the acceleration programmes is the following:

Type of expert pool	Number of actors mapped	Number of actors worked with
<b>Mentors</b>	202	462
<b>Investors</b>	100	156
<b>(Technology) partners / User pool</b>	23	47
<b>National and regional support systems</b>	95	83
<b>FI-PPP stage 3 pool</b>	15	15

OBJECTIVE/IMPACT DRIVER	END OF PROGRAMME (STAGE 1)	END OF PROGRAMME + 1Y <sup>3</sup>	END OF PROGRAMME + 3Y <sup>4</sup>
<b>COMPANIES, THEIR SOCIAL AND ECONOMIC INDICATORS</b>			
<b>Number of countries from which participants originate</b>	67 (59% from CEE region) <sup>5</sup>		
<b>Number of start-ups surviving (in total)<sup>6</sup></b>	80	68-85 (85%)	56-70 (70%)
<b>Number of start-ups surviving (per programme)</b>	34 (Call 1) 46 (Call 2)	34-43 (85%)	28-35 (70%)
<b>Number of start-ups surviving per accelerator in one programme)</b>	6,8 (avg Call 1) 9,2 (avg Call 2)	7-9 (85%)	5-7 (70%)
<b>% of surviving start-ups targeting/penetrating CEE markets (approximate numbers)</b>	40%	35%	30%
<b>% of surviving start-ups targeting/penetrating further EU and world markets (approximate numbers)</b>	60%	65%	70%
<b>Average investment per surviving start-ups</b>	15-240 000 EC + up to 10% VC in seed stage	100 000 VC	-
<b>Average number of employees per surviving start-ups</b>	5,5 <sup>7</sup>	4-6	5-7
<b>Female founders</b>	Approx. 10 %		
<b>Number of products on the market</b>	80	68-85 (85%)	56-70 (70%)
<b>Number of key deals per surviving start-up (take-up of the technologies by clients)</b>	1	3	5
<b>Revenues expected per surviving Start-ups</b>	2 713 <sup>8</sup>	-	300 000 EUR

The short- and long-term impacts and the objective–activity–output–impact chain as the mechanism for bring about these impacts are described by the following table:

<sup>3</sup> Projected

<sup>4</sup> Projected

<sup>5</sup> Planned objective was 28 countries

<sup>6</sup> On average incubators have survival rate of 50-70% over 1-3 year, with CEED Tech international ecosystem we intend to increase the survival rate to 70-85%.

<sup>7</sup> Planned 2-3, data based on Batch 1

<sup>8</sup> Data for Batch 1, MRR post programme

CEED tech direct objective →	CEED Tech action →	Activities →	Output/deliverable →	Result/short-term impact (1 year) →	<p style="writing-mode: vertical-rl; transform: rotate(180deg);"> <b>Strategic objectives: Increase in the effectiveness of business processes, infrastructures and innovative business models that strengthen the competitive position of European industry.</b>  <b>Generic &amp; Specific Enablers across the CEE region has radically improved</b>  <b>Strategic objectives: FI-PPP technological developments and have evolved into seed-type activities generating actual take-up innovative Internet services and applications; adoption rate of the FI-PPP</b> </p>	Long-term impact (3 years) →
<p>1. <b>Aggregate the full ecosystem of start-up support organizations to successfully raise awareness on FI-PPP initiative and CEED Tech project, involve SMEs and web entrepreneurs and support them in take-up of future internet technologies.</b></p>	<p>Bring together <b>start-up ecosystem</b> of accelerators, mentors, investors, piloting partners, technology partners, other FI-PPP 1.8 stage 3 projects and regional, national and European innovation actions to publish widely the FI-PPP and CEED Tech initiatives and support successful implementation of the start-up ideas during acceleration</p>	<p>Creation of <b>Expert Pools</b> and coordination of their involvement <b>Dissemination</b> of the open calls and <b>raising general awareness</b></p>	<p>More than <b>100 000</b> SMEs and entrepreneurs are informed about CEED Tech Open Calls Further <b>200 000</b> stakeholders are informed about the FI-PPP and CEED Tech project</p>	<p>Improved <b>collaboration between start-up ecosystem</b> Increased <b>cooperation between CEE region</b> and other areas of EU Raised awareness and formation of <b>positive attitude towards future internet</b> and smart technologies</p>		<p><b>Behavioural change</b> towards take-up and use of smart technologies Increased <b>business sector interest of in EU research participation</b></p>
<p>2. <b>Involve a large number of high-quality SMEs and web entrepreneurs with progressive ideas and high potential to develop wide range of innovative and technologically challenging services and applications</b></p>	<p>Scope, organise and manage <b>2 open calls</b> for small and innovative ICT players thereupon select 80 most promising start-up teams</p>	<p>Defining the <b>detailed conditions</b> for the financial support, evaluation and selection criteria <b>Evaluation and selection</b> of the teams to be accelerated</p>	<p><b>1583 applications</b> received during 2 calls <b>80</b> most promising start-up <b>teams are selected</b> to acceleration programs</p>	<p>1583 submitted business ideas that facilitate further <b>start-up movement</b>, with the creation of <b>80 new companies and products, services</b> on Future internet Start-up activity increase in CEE region</p>		<p>Increased business activity and <b>competitive position</b> of EU industry <b>Smarter and more efficient</b> services and business processes <b>Sustainable economic growth</b> and development</p>
<p>3. <b>Provide and run a stable infrastructure, positive conditions and environment for seed-type activities for SMEs and web-entrepreneurs to develop and realise demand-driven progressive start-up ideas and develop close to market products and application in future internet usage areas.</b></p>	<p>Implement <b>twice acceleration programmes in 5 accelerators</b> to the support the start-up teams in all aspects related to successful innovation and delivery of 80 products and applications</p>	<p>Implementation the 2 stage of <b>acceleration programs</b> in 5 accelerators Provision of the FIWARE Package programme. <b>Evaluation, follow-up, sustainability</b> activities</p>	<p><b>80 teams</b> have <b>completed</b> the acceleration programs <b>Up to 80 products</b> are developed and offered to the market</p>	<p>Ca <b>375 new jobs</b> are created during 1 year in high value added businesses <b>120 clients</b> have taken up the new products/applications, 35 % of them in CEE and 65% across EU (approximately)</p>		<p><b>20 mln revenues</b> earned, <b>500 new jobs</b> created by surviving start-ups <b>325 clients</b> have taken up the new products/applications, 30% in CEE and 65% across EU</p>

## 4.2 Main dissemination activities and exploitation of results

### DISSEMINATION ACTIVITIES

The list of dissemination activities is presented in the report Use and Dissemination of Foreground. The summary of dissemination activities is presented in the table below:

Objective	Results Planned	Result Achieved
Number of potential startups reached	200 000	200 000 +
Number of applications attracted on f6s	1200-1600	1583
Number of applications submitted on f6s		960
Number of countries the application originated from	28 (65% from CEE region)	67 (59% from CEE region)
Thematic Blog and media articles	120	284
Organization of events	48	76
Roadshow events (participation in startup events)	40-60	152
Country visits	50	79
Number of startups reached throught roadshows and country visits		16 908
Number of one-on-one meetings held <sup>9</sup>		1346
Number of media coverage	15	78

### EXPLOITATION

The main result of the CEED Tech project are the innovative products, services and applications based on FIWARE technologies developed by the startups. The exploitation plan is aimed at supporting them in order to reach a more extensive market take up.

The accelerator partners aimed to make sure that startups that go through the programme have the knowledge on how to sell, market and growth hack, but also have built a network of potential partners in which they can see a base for support in growth.

Teams have received six-figure hosting and service credits from Microsoft/AWS/Softlayer/Google (team's choice) to reduce scaling costs over the upcoming 12-24 months. The teams also met with E&Y, KPMG and PwC with whom some will continue partnership programmes or straight sales in time. Together with Microsoft, the Spot Booster has supported startups with 120k EUR of cloud hosting credit, with Dell, they are helping startups to validate their pricing models and strategies, together with KBC Bank, they are looking how to include some of the products into their customer base, with Anasoft, a tech corporation, they are looking into technology and sales partnerships, with Money 20/20, a premier Fintech conference, they are trying to increase the visibility of the relevant startups, with Websupport, #1 webhosting company in region, they are discussing how to sell the products though their channels.

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<sup>9</sup> No target set in DoW.

Global Accelerator Network provides contacts to clients and investors, while EBAN provides contacts to business angels. Meanwhile Czech accounting and tax advisors Mazars helps with expansion of both Batch 1 and Batch 2 teams to CEE countries and beyond. IBM provides sales support interconnecting teams with potential clients, Microsoft provides hosting services and many other companies and individuals provide individual support to teams after the programme is finished. There have also been significant contributions from initiatives that focus on early stage investments – Fiddler capital, MVM Studio. It is also worth mentioning the recent involvement of the MIT Venture Mentoring Service by the founders of Digital Factory, which opens up a 30 strong base of mentors and investors.

All the teams continue with discounted access to accelerator legal partners for support in adapting shareholder agreements as they take on investment or flip to new countries. Following Startup Wise Guys UK sessions, London-based partners are actively promoting teams they like to their networks. The teams are now maintaining these relationships – with accelerator support – and will expect to increase their customer bases and revenue as a result, along with reducing their operational costs. According to the feedback from the stakeholders and accelerators themselves, the cooperation of all parties involved has been really positive.

Additionally, accelerators have also invested significantly into ensuring the sustainability of the accelerator model. This was based on building strong relationships with all parties involved. First of all, feedback was collected from all stakeholders to successfully identify the strengths and weaknesses of accelerator programmes. This feedback was used to adjust the programmes in the short-run and conduct strategic improvements in the long-run. Secondly, accelerators built strong relationships with all parties involved. Startups were continuously supported and promoted to investors, while mentors and investors were contacted to ensure that the highest benefits are achieved. Finally, strategic partnerships were established to increase the likelihood of their participation in the future. Overall, all feedback shows that partners and participants are happy with the current relationship and are keen to continue working together.

More information is available on the project's website: [www.ceedtech.eu](http://www.ceedtech.eu)

## **5 CEED Tech consortium**

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