



Periodic report

Core of the report for the period: Project objectives, work progress and achievements

P1: 01/07/2014–30/06/2015

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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WP related to the Deliverable: All

Responsible beneficiary: Civitta

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

Dissemination level: RE

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

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Revision History

Revision	Date	Partner	Description
INPUT	01.08.2015	Civitta	Draft
	18.08.2015	Startup Wise Guys	WP 2 report
	17.08.2015	Startup Yard	WP 3 report
	14.08.2015	OCC	WP 4 report
	20.08.2015	ALL	Review
FINAL	21.08.2015	Civitta	Final report

List of Abbreviations and Definitions

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

1 Project objectives for period 1 (M1-M12)

WP 1

The objective of this WP is 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.

The main objective for P1 was related to the project start and the relating administrative, legal and financial organization, putting in place the mechanisms for internal communication as well as compiling and coordinating the work of the advisory board. The core of the work was focused on day-to-day management and maintaining a high level of internal communication within the consortium.

One milestone was foreseen in P1 – organization of the Kick-off meeting in M1.

WP 2

The objective of this WP is to ensure general awareness on the CEED ISSUE project and wide-scale participation of the SMEs and web entrepreneurs in the CEED ISSUE Open Calls. The WP had many objectives in this period:

- Drawing up the dissemination strategy plan (including mapping the expert pools)
- Designing project advertising material
- Launch of the project website
- Coordination with the start-up ecosystem during the open call and in preparation for the evaluation
- Dissemination of the open call and general awareness raising

This period included the submission of 2 deliverables: D 2.1 The dissemination plan, including the mapping of expert pools and D 2.2 Launch of the project website.

WP 2 includes 1 milestone in this period: 600-800 applications received to Open Call 1

WP 3

The objective of this WP is to ensure high-quality selection of SMEs and web entrepreneurs to the acceleration programme. The WP had one major objective in P1.

- Defining the detailed conditions for the financial support, evaluation and selection criteria
 - Development of the open call text
 - Compilation of the questionnaire used in the open call process
 - Management of the main node for the open calls and evaluation – f6s
 - Defining the evaluation and selection process (specific attention to evaluation of FIWARE)

- Compiling the list of evaluators
- Evaluation and selection of the teams to be accelerated
 - Evaluation and selection of 40-50 startups for the acceleration programme
 - Evaluation and selection of 5-25 startups for follow-up financing
- Management and coordination of the Complementary Grant Agreements.
 - Drawing up the plan and logic for the delivery of complementary grants
 - Developing the draft documents
 - Management of signing the CGAs for the acceleration programme and follow-up funding

One deliverable was to be submitted in P1 – D3.1 Detailed conditions for the financial support, evaluation and selection criteria in M4.

The period included one milestone – selection of 40-50 startups for the CEED Tech acceleration programme in M8.

WP 4

The aim of this WP is to provide the SMEs and web entrepreneurs with full range of services for them to develop 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.

The objectives in P1 were:

- Preparation for the acceleration programme
- Carrying out the acceleration programme for 40-50 of the selected startups
- Evaluation of the accelerated teams for follow-up financing
- Follow-up programme initiated for the first Batch of startups

The period includes one milestone – 40-50 startups graduating from the acceleration programme in M12.

RECOMMENDATION FROM THE TECHNICAL REVIEW (MAY 2015)

- CEED Tech offer was updated to include the FIWARE package, where it is no longer make the equity investment a necessary condition of receiving grant money.
- Varying quality of accelerators involved in the consortium. The more advanced ecosystems should be assisting the less developed ones more than they are to help them accelerate along the learning curve. Activities to share the ecosystems and experience as well as increase networking among the startups were discussed at the mid-term meeting and will be executed in P2.

- Increasing the quality of companies being accelerated. For this, a wider dissemination of the public call as well as more care in selecting experts to review, evaluate and choose applications should be attempted. Detailed dissemination plan was developed and agreed for the 2nd call. Wider sharing of expert pools will be coordinated via WP 4.

2 Work progress and achievements during the period

2.1 WP 2 – DISSEMINATION

WP leader: Startup Wise Guys	Starting date: M1	Planned end: M24
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2.1.1 AIM OF THE WP (AS IN THE DOW)

The objective of this WP is 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 will play a key role in this project through the consortium of 6 partners, located in Estonia, Latvia, Lithuania, Czech Republic, Hungary and Slovakia. WP2 aims 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 draws strands from the other work packages and provides the coherence and structure for appropriate dissemination activities.

Dissemination in frames of CEED Tech project has 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 and select 80-100 to receive the funding for acceleration.

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.

3. Coordinating the activities with 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 is 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.

The objectives are 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 main milestone for WP2 was to reach 600 applications per Open Call.

2.1.2 WORK PERFORMED FROM M1 TO M12

Task	Description
Task 2.1 Draw up Dissemination Strategy document	
1. Dissemination strategy document compilation	<p>The main work in compiling the dissemination strategy document was carried out by Startup Wise Guys in collaboration with Civitta. All partners were consulted in the process for input and to assure that the compatibility of the strategy with the strategies of individual partners.</p> <p>The final strategy corresponds well to the Dissemination Plan, which is a part of the CEED Tech description of work. 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. That key objective was achieved by attracting 745 applications in total.</p> <p>The dissemination strategy was submitted to the EC as a deliverable 21 October 2014.</p>
2. Mapping of the expert pools	<p>The initial mapping and joint lists of Expert Pools (see also Task 2.4.) was carried out within the framework of drawing up the dissemination plan. The expert pools were compiled as a joint effort by all partners by pooling all of their local and extended contacts into joint lists. The following joint pools were created:</p> <ul style="list-style-type: none">• Mentors (Mentor Pool)• Investors (Investor Pool)• Potential Users (User Pool)• Technology partners (Technology Pool)• Other FI-PPP projects(Stage 3 Projects Pool)• National and regional innovation support structures (Innovation Support Pool) - Startup Ecosystem in the Member States where CEED ISSUE activities are expected <p>The joint lists were submitted as a part of the dissemination strategy</p>

Task 2.2 Development of project advertising related material

1. Design of logo The several project logos were presented and online voting among the partners was conducted in August 2014. The partners had the opportunity to vote for their preferred option and the chosen one was the one below:



2. Development of design for roll-ups, flyers, posters The design for roll-ups, flyers and posters was created by SWG to be used in various dissemination events of CEED Tech. Examples are included in Annex 3 and Annex 4 of WP 2.

3. Development of presentation used within the project CEED Tech presentation was created to be used in dissemination events of CEED Tech. The presentation involves brief and to the point information about the project, the accelerators, the value proposition, focus, financing, dates, goal and links to the web page and application landing page. The presentation is included in the Annex 2.

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

Task 3. Launch and maintenance of project website

1. Setting up and maintaining the project website Website www.ceedtech.eu, which was set up by SWG, is the channel for info on the CEED Tech project and the Open Calls. The website covers the following sections:

- CEED Tech project overview
- 5 acceleration programs and its alumni
- FIWARE technologies
- CEED Tech news
- Link to F6S platform, where the Open Calls are managed
- Links to CEED Tech Facebook page, Twitter account, and consortium e-mail

2. Changes to all partners' websites Startup Wise Guys, Digital Factory, The Spot and Startup Yard rebuild their websites to integrate CEED Tech project related information – program setup and grant details, FIWARE technologies, open call with a link to project's F6S application – into their existing website logic. If applicable, constant updates were done (e.g. Digital Factory updated the "Events" section with dissemination related events they either participated or organized). Direct links to project partners' websites are available on www.ceedtech.eu.
OCC is going through the process of completely rebuilding their website and therefore used other dissemination channels to reach the target audience (such as its Facebook group).

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

1. Mapping of expert pools, extension of expert pools.

Initial mapping of startup ecosystem was done as part of the deliverable Dissemination Plan and a joint list of Expert Pools (mentors, investors, users, technology providers, other projects, stakeholders in the startup ecosystems involved and national/regional support organizations) was executed. The expert pool was set up to support the dissemination, evaluation and acceleration within the CEED Tech framework.

2. Coordination with Mentors

Partners have been actively communicating with existing and potential stakeholders (mentors, investors, corporate partners) during dissemination as well as during the program preparation period. Referrals for program application pool were regularly asked and key players were involved in application evaluation phases.

There was an on-going work with stakeholders on their engagement level in the programs. On mentors' side, for example, there was a careful planning of whom, when and on what purpose/topic to use. After the selection and confirmation of startups in the programs, their development needs were discussed in details during milestone setting process. Based on the individual outcomes a generalisation on startups' development and mentoring needs was made and the final agreements with mentors and corporate partners were reached.

There is ongoing work with stakeholders on their engagement level in upcoming programs- on mentors' side, for example, planning of who, when and on what purpose/topic to use. Once the startups are selected and confirmed, and their development needs are discussed in details during milestone setting process, the final agreements with mentors and corporate partners will be made.

3. Coordination of the Investor Pool

The investor pool was more extensively involved during and after the program period, when private investments were made into the selected startups at the beginning of the acceleration programme and at the follow-up round. At the end of each acceleration program, a Demo Day was held to introduce graduates to a wider network of potential investors who could be interested in participating in the next round of investments.

During dissemination investors were involved in the dissemination as many also act as mentors for the accelerators.

4. Extend cooperation with the potential users of the products and applications

The User Pool was engaged during the acceleration programme mainly via 2 channels: engaging directly with mentors as potential customers; and introducing teams to corporate partners and getting access to corporate partners' customers.

5. Liaise with FI-PPP stage 1 and 2 projects and technology Perks

Digital Factory and OCC have taken the lead in getting in touch with other FIWARE projects from Phase 1 and 2 for further cooperation, including detailed conversations about FIWARE technologies and role in the project.

Civitta has also been in direct contact with the 1st and 2nd stage projects of FI-PPP. More direct links have been established with the 1st stage through its follow-up project FI-CORE through the appointed FIWARE expert, who will be in direct contact with the selected startups and will provide them with the necessary support in implementing FIWARE. FI-CORE member and the FI-PPP Steering Board chairman Stefano de Panfilis also participated with a presentation in a technology seminar given to project partners and startups in Tallinn. Research has been done about the opportunities available within the 2nd stage projects of FI-PPP. Preliminary contact was established with the FITMAN project.

Throughout the program, all CEED Tech teams had common access to project' FIWARE coach, all Q&A were visible to whole consortium. All partners did webinars with project' FIWARE coach and introduced teams to the FIWARE tools (e.g. FI-LABS, GE support teams, fi-forums). Also, all teams had an access to participation in the informal FIWARE Slack channel.

6. Liaise with the other projects selected under this objective in defining the open calls (Stage 3 Projects Pool)

Ongoing networking with the FI-PPP stage 3 projects has been undertaken through participation in the regular project meetings. Experience sharing has resulted in input in the evaluation and selection process of CEED Tech, the legal documents to be used as well as the services provided during the acceleration. New cooperation methods have also been discussed within the scope of the Digital Hanse with two other projects – Speedup! Europe and EuropeanPioneers.

The A16 network is actively involved in building the FIWARE Community with planning a number of events and disseminating the results of FIWARE. CEED Tech has provided input into aggregated data collection as well as impact assessments carried out by FI-IMPACT and FI-CORE. 5 CEED Tech teams took part in the Bootcamp organized by FI-BUSINESS.

<p>7. Liaise with innovation actions, supported by regional, national and European policies and funds</p>	<p>A strong focus was put on collaborating with other stakeholders active in innovation support within the local and regional ecosystems.</p> <p>For example, The Spot plays significant role in startup ecosystem integration in Slovakia. The members of the Spot team are invited to all significant events organized within start-up ecosystem. The Spot itself organized or hosted in its premises more than 50 workshops and other events for startup community during the dissemination period.</p> <p>Somewhat similar position is filled by Startup Wise Guys in Estonia. Being a recognised partner in the ecosystem, SWG was and continues to be hands-on involved in development of state level strategy called Startup Estonia led by Estonian Development Fund. Co-founder and current Chairman of the Board Mr Tammo participated at a roundtable discussion led by the Prime Minister on improving the business environment in Estonia for startup companies. SWG also contributed to Estonian Startup Awards 2014, led by Estonian Startup Leaders Club. A pleasant recognition for the work done by SWG was being elected as a National representative in European Enterprise Promotion Awards 2014 in supporting the internationalization of business category.</p> <p>Civitta has engaged with a number of Estonian and international startup ecosystem members through the organization of and participation in events. A short list includes Estonian Development Fund, Garage 48, ICT Democenter, Ministry of Economic Affairs and Communications, Tehnopol Startup Incubator, EIT ICT Labs in Helsinki, Estonian Business Angels Association as well as a large number of startups in Estonia and abroad.</p> <p>Also OCC, Yard and Digital Factory are already active within the ecosystems, and are working to maintain and increase their position with policy makers and other stakeholders implementing similar activities and projects.</p>
<p>8. Synergy and the exchange of experience with other supporting activities under the FP7 and similar initiatives</p>	<p>Civitta has taken the lead role in working with other FP 7 initiatives both through the FI-PPP network as well as other projects implemented or planned by Civitta. The aim is to extend the network for CEED Tech and identify new opportunities for the startups in the programme.</p>

Task 2.5 Dissemination of the Open Calls and general awareness raising	
<p>1. General</p>	<p>The aim of this task has been twofold – to increase the knowledge about FI-PPP and FIWARE in the CEE region and to attract applications to the CEED Tech open calls. The goal for the latter was achieved via attracting 754 applications and selecting 34 teams to attend the acceleration programs.</p> <p>Partners attended in total 89 roadshow events and 48 country visits to spread the Open Call information and introduce CEED Tech project to wider audience (startups, investors, mentors).</p>

2.CEED Tech social media marketing

CEED Tech Facebook and Twitter accounts were created and admin access was given to representatives of all the partners. Internal agreement was made that each partner contributes to generating activities in social media by posting updates and sharing CEED Tech related information (e.g. updates about dissemination events, FIWARE information, description of different Generic enablers and other startup related topics to educate the general public) under these accounts as well as sharing and re-tweeting those updates via their own social media accounts.

3.Use of partner's networks (including mentors, accelerator partners, corporate and investor partners, dedicated organizations' databases)

All the partners sent out open call information to their media network

- offline national media
- online national media
- startup bloggers
- relevant meetup groups
- relevant FB/LinkedIn groups with members of several thousand entrepreneurs
- mobilizing their joint expert pools for disseminating the open call

Civitta was involved in preparing and providing the information for the official EC channels - both the FI-PPP as well as the FIWARE web page.

4.Event organization

CEED Tech participants contributed towards dissemination of the open call and FI-PPP programme by organizing a number of events (in total 30), often in cooperation with other stakeholders in the local ecosystem. The events involved lectures or workshops on topics relevant to startups (such as investor readiness, lean principles, business validation, MVPs etc) (see Annex 5 for the full overview)

Civitta conducted events at the Estonian Development Fund, Garage 48, Ministry of Economic Affairs and Communications, the ICT DemoCentre.

In Lithuania, several community monthly meet up's were organized by OCC, reaching out local organizations including technology parks, universities, national business plan competition, other entrepreneurship fostering NGOs.

Digital Factory organized 3 events (either alone or with local organizations) reaching several hundred entrepreneurs:

- FIWARE workshop at EIT ICT Labs, Budapest
- Future Internet Info Day with National Innovation Office
- Digital Factory Open Day presenting CEED Tech and our FIWARE acceleration program

The Spot has conducted a series of activities for startup ecosystem e.g. program [Guru@TheSpot](#) – weekly sessions with various speakers/lecturers (participated by 20-30 people from startup community); program Spotskills - workshops focusing on various skills; and series of events for various communities (game developers, UX people). Among those the bigger ones are bootcamps, FIWARE workshops and a Startup Weekend.

Startup Wise Guys was involved in organizing events with a multiple of partners for the dissemination of the open call including DevClub Estonia, Garage48 for sharing out mentors visiting the program, The Lean Getaway with the Estonian Development Fund, Tehnopol, Buildit Accelerator, Estonian Business Angels Network, and other local ecosystem stakeholders.

Startup Yard organized the Accelerator Open House for dissemination of the CEED Tech Programme with mentors and potential applicants as the main target groups.

5. Roadshow events

CEEDTech partners were present in wide variety of existing major events in the European region to introduce the FIWARE, CEEDTech project and mainly, promote the opened call. In vast majority of occasions, project partners were participating as speakers, mentors, and panelists and/or pitching competitions' jury members.

In total, partners visited 89 events in 25 different countries, out of which 5 were located outside of Europe (in USA, Israel and Turkey). Estimated number of startups that participated those events is in total ca 9 000. A full list of roadshow events is included in the paragraph results.

6. Country visits

A country visit means smaller scale dissemination activities to meet specific organisation or group of entrepreneurs in a framework of existing event or separately in order to introduce the CEED Tech opened calls. Country visits were employed to ensure the coverage of the CEE area during dissemination and to increase the dissemination leverage of the programme. Country visits were mainly combined with road show events and conference participation, and contained presentation, face-to-face discussions.

Country visits – in total 48 – are highlighted under result in the table of events organized and attended by all partners.

7. News and Blog posts

All CEED Tech partners have also published articles and blog-posts about the project and project-related (e.g. FIWARE) information on their own websites.

For example, SWG started the initiative of the weekly blog series "Startup events in Tallinn" which gathers information on various startup related events happening in Tallinn. The posts get interest and attention in social media (even the President of Estonia Mr Toomas Hendrik Ilves has retweeted these posts in Twitter several times) <http://startupwiseguys.com/blog>; <http://arcticstartup.com/2014/11/20/the-arcticstartup-guide-to-estonia>

Startup Yard is publishing several blog posts each month covering various topics such as Term Sheets, local ecosystem etc., also startups participating the program were introduced in separate posts.

In total, project partners made 272 posts (blog+ Facebook) during Jan-June2015 period:

Name	No of posts M6-M24 (Jan-June)
Startup Wise Guys	105
Open Coffee Club	0
Digital Factory	23
The Spot	14
Startup Yard	130
TOTAL	727

8. Press release

Part of the activity of mapping expert pools was also mapping international media contacts used by all partners of CEED Tech for distributing the open call press release. Altogether 138 international media contacts received the press release. In addition, it was agreed that other partners would use their local and/or international network distributing the open call among its own ecosystem and beyond.

9.Supportive media attention - invite local journalists, bloggers, leverage the social media groups (FB, LinkedIn etc)

Partners created and run campaigns during the dissemination period targeting in total well above 50 000 startupper, a number set as one of the key objective of the dissemination plan. In total project partners got a media coverage in 51 occasions, both on local and international level (see Annex 7).

Also, many mentors, investors and other accelerator programmes' associates promoted partners via social media channels (tweets and tagged Facebook posts) (see Annex 1 for some examples).

10.Various

Digital Factory created also a Meetup Group (Digital Factory – Business Incubator Meetup Group) to organize dissemination events trough that group and collect contact info from startups in Budapest (to build network).

2.1.3 MAIN RESULTS ACHIEVED

Task 2.1 Draw up Dissemination Strategy document

Dissemination Strategy, including mapping of expert pools was submitted 21 October 2014.

Task 2.2 Development of project advertising related material

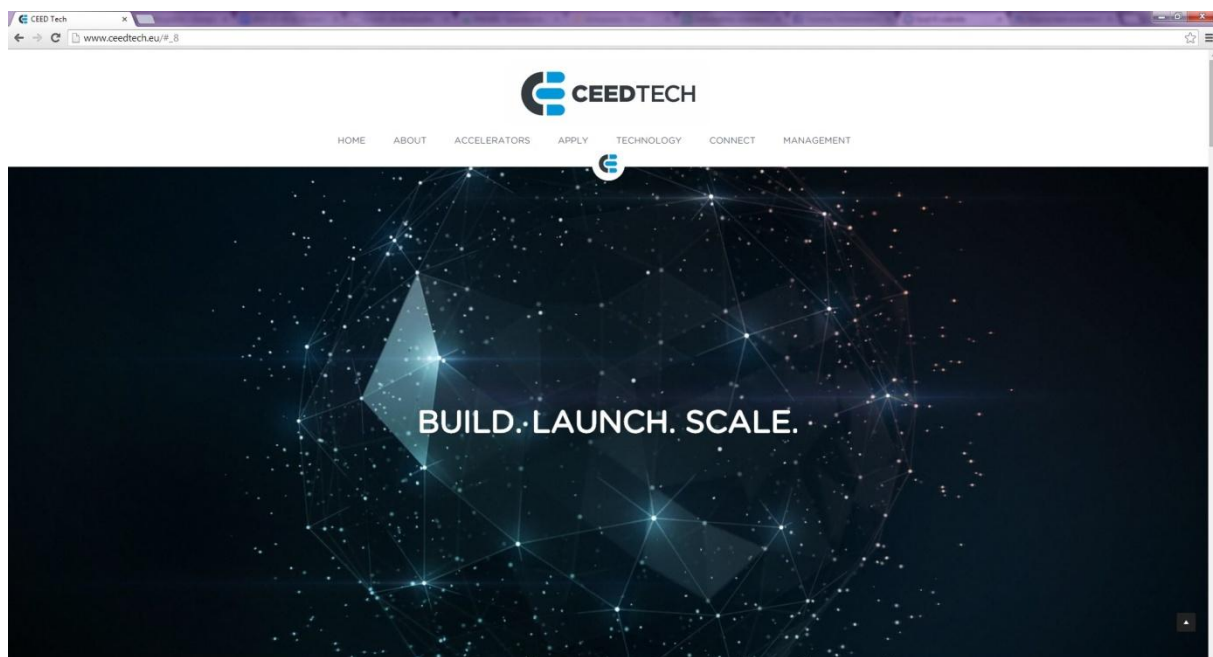
WP 2 ANNEX 2 - CEED Tech presentation

WP 2 ANNEX 3 - CEED Tech flyer, poster and roll-up design

WP 2 ANNEX 4 - Examples of partners' dissemination material

Task 2.3 Launch and maintenance of project website

The project website was launched in August 2014 and remains fully operational:



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

The initial mapping of the startup ecosystem was executed with the compilation of the dissemination strategy.

Type of expert pool	Number of actors mapped
Mentors	202
Investors	100
Media contacts	159
National and regional support systems	95
Technology partners	23
FI-PPP stage 3 pool	15

Task 2.5 Dissemination of the Open Calls and general awareness raising

The summary of the main results are presented in this table:

Metric	Objective in DOW	Result
Number of potential startups reached	50 000 +	50 000 +
Number of applications attracted on f6s	600-800	754
Number of applications submitted on f6s		396
Number of countries the application originated from	28	41
Blog/FB posts and media articles	120	323
Organization of events	24	30
Roadshow events (participation in startup events)	30	89
Country visits	25	48
Number of startups reached through roadshows and country visits		9328
Number of one-on-one meetings held		1194
Number of contacts receiving the press release		138

Participation in and organisation of events was one of the main dissemination channels for CEED Tech. Overview of the events that the partners participated in or organised are in WP 2 Annex 5 & 6.

2.1.4 DELIVERABLES SUBMITTED

Deliverable	Date	Description
D2.1 Dissemination plan, including mapping of Expert Pools	21.10.2014	Dissemination plan, including mapping of Expert Pools: Report outlining the detailed plan of dissemination activities, time-schedule and responsibilities providing guidance in the following key areas: what, when, to whom and how to disseminate. Initial mapping and joint lists of Expert Pools

D 2.2 Project web site	M2	Project web site: CEED ISSUE website that contains general information about the project . CEED ISSUE webpage will be linked to F6S platform for managing the Open Calls and each of the accelerator’s as well as alumni companies web-pages.
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2.1.5 DEVIATIONS FROM ANNEX I AND THEIR IMPACTS ON OTHER TASKS

D 2.1 Dissemination Plan was submitted late due to two factors. Firstly, most project activities were postponed due to the prolonged negotiation process of the Grant Agreement. Secondly, the delivery date of the dissemination plan was misunderstood by the coordinator and the initial instructions were given to submit the deliverable within 60 days of the indicated delivery date. The late delivery did not affect the dissemination process, which took place as planned. The project outcome was not affected.

No other deviations were registered in WP 2.

2.1.6 GANTT FOR P1

			Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Nr	Partner	Description	1	2	3	4	5	6	7	8	9	10	11	12
2	WG	Dissemination												
2.1.	WG	Draw up Dissemination Strategy document												
2.2.	WG	Development of advertising material												
2.3.	WG	Launch and maintenance of project website												
2.4.	WG	Coordination of the startup ecosystem activities												
2.5.	WG	Dissemination of the open calls and general												
		Milestones WP2						x	600-800 applications					
		Deliverable WP2		x	Dissemination plan									
					x	Project website								

2.1.7 USE OF RESOURCES

PM count	Civitta	Yard	DF	Spot	Wise Guys	OCC	SUM 12M
WP 2	4,1	6,3	4,3	4,5	9,5	5,1	33,7
Foreseen 24M	4	8	7	8	10	8	45,0
% executed	101,5%	78,8%	60,9%	56,3%	95,0%	63,1%	74,8%

Most project partners have worked more hours on CEED Tech dissemination than budgeted in the Description of Work. Dissemination materials and strategy were designed at the beginning of the project, which can now be partly re-used in the second open call. All partners also participated in a large number of dissemination events to guarantee a sufficient pipeline for CEED tech. For Civitta the large amount of Person Months in period 1 is a result of more activities regarding the FI-PPP network and A16 accelerators as well as larger involvement in dissemination.

2.1.8 ACTIVITIES FOR THE NEXT PERIOD (P2)

The activities for the next period (M13-M24) will be in accordance with the Description of Work.

1. Coordination of the activities with the start-up ecosystem.
 - a. The start-up ecosystem will be mobilized for the open call as well as successful implementation of the 2nd acceleration programme in order to provide the startups with all-round support for the duration of the programme.
 - b. Continued networking and working with the FI-PPP network to find and develop good partners for CEED Tech consortium partners.
2. Dissemination of the Open Calls and general awareness raising
 - a. The following period will include an open call, also general awareness raising will be executed throughout the acceleration programme.
3. General dissemination of the FI-PPP program's and CEED Tech project's activities and results via project' website and social media channels.

2.2 WP 3 – OPEN CALLS, EVALUATION AND SELECTION

WP leader: Startup Yard	Starting date: M1	Planned end: M24
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2.2.1 AIM OF THE WP

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

The focus of this WP is 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 has 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).

2.2.2 WORK PERFORMED FROM M1 TO M12

The main tasks of the reporting period were:

1. Plan and carry out the first open call procedure
2. Plan the evaluation procedure

3. Acquire evaluators for the 1st Call
4. Help potential applicants to understand the programme and submit their proposals
5. Carry out and complete the evaluation
6. Development and management of the Complementary Grant Agreements
7. Evaluate progress and milestone reached by each team during the program for follow-up funding

Task	Description
Task 3.1. Defining the detailed conditions for the financial support, evaluation and selection criteria	
1) Questionnaire for the teams	<p>At the beginning of the evaluation phase the questionnaire for the open call was compiled with the following principles:</p> <ol style="list-style-type: none"> 1. Include all terms for selecting quality startups 2. Collect all required details from every team to evaluate them properly 3. Attract startups to apply (thus not include every single question which might be interesting, but only those crucial for the evaluation) <p>A list of 33 questions was created and uploaded to F6S – the main node for accepting and evaluating applications (WP 3 Annex 1)</p>
2) Open call text	<p>Text of the open call was compiled and received approval from the EC. The open call text represents the basic description of CEED Tech initiative, programme, application terms, funding and operations.</p> <p>The open call text was used in the dissemination process using the following channels:</p> <ol style="list-style-type: none"> 1. Website www.ceedtech.eu 2. Websites of all participating accelerators 3. Teasers and flyers 4. Social networks – Facebook, Twitter, F6S 5. Communication with teams and other stakeholders
3) Evaluation procedure preparation	<p>The drawing up of the evaluation procedure was one of key objectives in the first months. In cooperation with all CEED Tech members a detailed description of all evaluation steps and instructions for both internal and external evaluators was developed.</p> <p>A 7-round evaluation procedure was created for the 1st CEED Tech call (see the WP 3 Annex 2). The goal of the evaluation procedure is to align all accelerators to evaluate the applicants as one and take advantage of sharing applications in a call. The evaluation procedure guarantees that the best startup-accelerator match is achieved.</p> <p>A series of group calls was held to prepare the procedure and its criteria. Feedback was also gathered from mentors, EC appointed advisers and FIWARE evaluators.</p> <p>The FIWARE coach appointed by FI-CORE was involved to a large extent in designing the FIWARE step of the evaluation. The evaluation text, questionnaire, guidelines and scoring were developed in close cooperation with the FIWARE coach. It was noted that many teams were rather inexperienced with FIWARE and required a fair amount of assistance with the FIWARE step of the evaluation.</p>
4) Deliverable for the EC	<p>In period 1 the first deliverable to the EC within the framework of WP 3 was submitted – „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 ISSUE</p>

Complementary Grant Beneficiaries. The report presents the design of the evaluation procedure.

At the beginning of evaluation procedure the list of evaluators was submitted to the EC. The list contained all names who took part in any round of the evaluation of all five acceleration program, including the external FIWARE evaluator.

After completing the evaluation the list of submitted proposals was sent to EC. It was the completed and final file of all submitted applications which were accepted for evaluation of any CEED Tech acceleration program.

5) Management of the open call

In addition to designing the open call and evaluation procedure, this work package also includes the technical management of the open calls. A number of tools were used to achieve an effective approach with optimal communication towards all applicants:

1. F6S – the node for applications, evaluation and communication with teams
2. Shared sheets on Google Drive to manage the evaluation
3. CEED Tech e-mail group
4. Regular monthly Skype calls for coordination
5. Frontapp – shared inbox for info@ceedtech.eu , allowing to share and assign the incoming e-mails between the consortium members in an effective and transparent way.

The evaluation procedure included many stakeholders and different needs at every stage; coordination was therefore vital to arrive at a harmonized result.

Some changes are likely to be made in the second open call in how applications are managed and evaluated; mainly in the choice of the main application tool (an alternative to F6S is considered).

Task 3.2. Evaluation and selection of the teams to be accelerated

Evaluators

The selection of SMEs and web entrepreneurs is one of the most critical activities of an accelerator, because it determines the overall quality of each stage. Good entrepreneurs will attract interested and relevant investors as well as better mentors and interested third parties such as media. The evaluators must therefore be able to meet the task of selecting the most promising teams.

The startup ecosystem was mapped within the framework of Task 2.1 – dissemination plan, including mapping the expert pools. The created expert pools were contacted and consulted when compiling the list of evaluators. Each of the accelerators compiled their list of evaluators, the joint list was forwarded to the EC. The final list that participated in the evaluation and selection included 69 experts in their respected fields and included mentors, investors and other stakeholders from the startup ecosystems of the accelerators. The list of evaluators is added under Results.

Support to teams

Extensive support was provided to applicants both centrally as well as through individual partner channels. Potential applicants had the opportunity to ask questions via e-mail, Facebook, Twitter and F6S. Most inquiries were made regarding the acceleration program, timing, funding, FIWARE enablers and criteria for evaluation. Frontapp played a crucial role in managing the incoming e-mails. Regular notifications were sent through f6s to all teams who had started applications to encourage them to submit before the set application date.

One-on-one support was also provided through Skype calls conducted with teams and on meetings at various dissemination events.

Evaluation

After the closing of application period on December 15, 2014, the consortium promptly started evaluation of accepted applications. The evaluation period was planned for only 7-week period, including Christmas time.

The overview of 7-round evaluation:

Round 1 - The 1st round Formal Criteria was finished on December 22nd, 2014. It was a fast and shallow reading of all applications and evaluation of formal features of projects and teams to be accepted to any acceleration program.

Round 2 – The 2nd round Team Evaluation was finished on January 2nd, 2015. The in-depth and rigorous evaluation of all accepted applications (396 applications for all five CEED Tech programs) was conducted by accelerators' teams – 2 evaluators per application at minimum. Only 220 applications passed to the next round.

Round 3 - The 3rd round Mentor Evaluation was finished on January 9, 2015. Mentors took key part in the evaluation process with their unique business and/or field knowledge to select only teams with real and viable projects at right markets.

Round 4 – The 4th round FIWARE enablers was finished on January 20, 2015. FIWARE evaluation was another important step for teams which wanted to participate in CEED Tech programs. The consortium partners and the FIWARE evaluator had to take active role in the round and help teams to understand FIWARE enablers and utilize the opportunity to deploy them into their applications.

Round 5 – The 5th round Skype Calls was finished on January 23, 2015. The personal interview is absolutely necessary for both accelerators and teams. It is always well-rated by teams and invited mentors. It helps to understand expectations on both sides and to fasten progress of each interviewed team. The Skype calls took approximately two afternoons at each accelerator.

Round 6 – The 6th round Startup Day was finished on January 30, 2015. Startups were invited to personal interviews at Startup Day, an all-day event where tens of mentors participated and met the pre-final teams. Startup Days were opened with 5-minute elevator pitches of each team, followed by 15-minute interview with panels and mentors. The day was closed by wrap-up and a joint session of all evaluators to discuss all teams. Great feedback from teams made us strengthen the importance of Startup Day in the 2nd open call.

Round 7 - The 7th round Formal Criteria was finished on February 3, 2015. The selected group of accelerator's team members and mentors met in person to select the final cohort of best startups and invite top founders into CEED Tech programs.

We invited the selected teams to our programs right after Round 7. Not all teams accepted our terms and/or were able to take part (esp. personal reasons not to move to accelerator's location or participate at the daily program for 3 month). A few teams chose other acceleration programs.

Evaluation results are included in Results.

Follow-up funding

The CEED tech program foresees that follow-up financing can be provided to 5-25 of the teams that present the highest potential for break-through in the market. The evaluation is conducted within the framework of WP 4 follow-up program while utilizing the selection criteria and procedures of WP 3.

The evaluation of Batch 1 startups was conducted in M12 of the project. The consortium promptly started evaluation of all accelerated teams after Demo Days and completion of programs, at the beginning of June (M12). Firstly, evaluation was continuously carried out during the acceleration program where the accelerators collected feedback from mentors as well as through personal interaction with the teams. During the follow-up month consortium partners interviewed, met, discussed each project (and each team as well) many times

during the month to evaluate the progress during the acceleration period. External mentors were invited to analyze the success rate of teams. The follow-up evaluation was finished by June 30, 2015. Results are included in the results section. Follow-up financing can be opened for some teams during summer and autumn again if they reach significant results.

Task 3.3. Management and coordination of the Complementary Grant Agreements

Preparation of Complementary Grant Agreements

The Coordinator is responsible for ensuring the administrative, financial and legal framework for granting financial assistance to startups, SMEs and web entrepreneurs under the CEED Tech open calls.

The Coordinator invested significant resources already in M1-M6 into preparation of the Complementary Grant Agreements in order to assure that this task is executed in a timely manner once the teams are selected. The result was a scheme of how the CGAs will be granted (see under results) and draft versions of the legal documents to be signed. The Coordinator consulted stakeholders in the consortium, within the FI-PPP network, the EC as well as local consultants in order to assure fair and correct conditions are achieved for all parties.

Evaluation was finished at the beginning of M8 and the accelerators entered into negotiations with the startups. First Complementary Grant Agreements were signed in M9 and the final agreements were signed in M12 due to prolonged processes in establishing legal entities. In total 34 startups were contracted.

Complementary Grant Agreement Amendments were developed and used to sign follow-up financing agreements. 14 agreements were signed in total during M12 with 5 agreements finalized after the reporting period in M13. Some teams remain on the reserve list for follow-up financing.

The list of teams is included under results.

List of meetings (in-person and Skype) held to achieve the objectives in WP3 in M1-M12:

Date	Description	Participants
07/22-23	CEED Kick-off Meeting – plan of WP3 and overview of the procedure	All CEED Tech accelerators and coordinator
07/28	Project Status – preparations of WP3	All
07/30	Draft of Open Call Text	SY, SWG, coordinator
08/7	Monthly Meeting – Open Call Text, Draft of Procedure, Application Form	All
08/12	Mentors Meetup – feedback on the evaluation and selection	SY, 3 mentors from Credo Ventures, Seznam and Wikidi
08/21	Application Form	SY, SWG
08/26	Application Form	SY, F6S
09/02	Evaluation Procedure	SY, Mentors from TechStars
09/04	Monthly meeting – Evaluation Procedure	All
09/05	Evaluation Procedure and Term Sheets	SY, GAN
09/29	Evaluation Procedure – feedback	SY, OCC
09/29	Evaluation Procedure – feedback	SY, SWG
10/02	Monthly meeting – Evaluation Procedure, Scoring sheet, F6S	All
10/07	CEED – Review of Evaluation Procedure	All
10/21	CEED – Final version of Evaluation Procedure	All

10/29	Evaluation with F6S	SY, F6S
11/6	Monthly meeting – Evaluation Procedure	All
11/10	E-mailing to applicants	SY, SWG
11/20	CEED Catch up	All
12/4	Monthly meeting – Evaluation Procedure	All
12/12	FIWARE Evaluation	SY, Civitta, Marco Terrinoni
12/16	Evaluation with F6S	SY, F6S
12/19	FIWARE Call	All
12/22	Evaluation and testing with F6S	SY, F6S
12/22	Deadline Round 1 Formal Criteria	All
12/26	Synchronization of Evaluation Round 1 and 2	SY
1/2/2015	Deadline Round 2 Team Evaluation	All
1/5	Coordination of Round 3: Mentors begin evaluation	Mentors
1/5	Announcement to rejected teams after Round 2	All
1/8	CEED Tech Monthly meeting – Evaluation Procedure	All
1/9	Deadline Round 3 Mentor Evaluation	All
1/13	Announcement to rejected teams after Round 3	All
1/14	Distribution of FIWARE form to selected teams	All
1/14	Overview and assessment of present evaluation rounds	SY
1/15	Coordination with FIWARE evaluator	SY, Marco Terrinoni
1/19	Deadline Round 4 FIWARE enablers	All
1/20-1/23	Round 5 – Skype Calls (two afternoons)	All
	Round 5 – Skype Calls 2	All
1/23	Announcement to rejected teams after Round 5	All
1/23	Invitation to Startup Days to Successful team after Round 5	All
1/26-1/29	Round 6 – Startup Day Pitch training (one evening)	All
1/27-1/30	Round 6 – Startup Day	All
2/3	Deadline Round 7 Final Teams Selected	All
2/4	CEED Tech evaluation summary	SY, Civitta
2/9	CEED Tech FIWARE evaluation follow up	SY, Civitta, Marco Terrinoni
2/9	Final announcement to all applicants	All
3/2	CEED Tech Evaluation update	SY, Civitta
3/4	CEED Tech Monthly – Evaluation Post-mortem	All
3/24	FIWARE CEED Tech Problem and Experience sharing	All
5/6	CEED Application platform + model	SY, F6S
5/18	CEED Tech (early Bird for 2 nd Call + follow-up investment)	All
5/22	CEED Tech Early Bird registration call	All
6/9	CEED Tech Monthly – Evaluation for follow-up investments	All
6/30	Deadline: Follow-up investments Round 1	All

2.2.3 MAIN RESULTS ACHIEVED

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

The following aspects of the team and the business concept were evaluated:

Criteria	Aspects evaluated
Team (at least 40% of the final score)	- Industry background and previous startup experience - Team cohesion, and composition

	- Demonstrated motivation and drive to succeed
Technical viability and sustainability (up to 20% of the final score)	- Current stage of product development - Traction
Market opportunity (up to 20% of the final score)	- Potential market size and opportunity - Competitive landscape - Business model
Use of FIWARE Technology (up to 20% of the final score)	- Added value of FIWARE to the solution/business - Use of generic enablers, the applicant has demonstrated clear goals with use of GEs (evident interest in FIWARE Tech.), the system integration - Proposal description, system integration explanation, justification of use, FI-Lab usage.

The selection of SMEs and web entrepreneurs is one of the most critical activities of CEED Tech to accomplish in order to fulfil our main objective of successfully generating the actual take up of innovative Internet services and applications.

The Task was fulfilled by delivering a number of deliverables to the EC:

- The Open Call Text
- D3.1 Detailed conditions for the financial support, evaluation and selection criteria
- List of evaluators

Task 3.2. Evaluation and selection of the teams to be accelerated

CEED Tech 1st Open Call was open for application from 15th September to 15th December 2015. The evaluation of the submitted applications began immediately after closing the open call round.

Results from the application process:

745 - Applications attracted in total

The number includes all potential applicants – including those who only showed interest and began to fill the application form. The CEED Tech consortium received 745 applications, both finalized and ‘in progress’ – the goal was 600-800 applications (in WP2).

396 - Applications accepted in total

All applicants who qualified for the evaluation by any of 5 CEED Tech accelerators. 409 applications (of 745) were rejected as incomplete.

OVER 2,500 E-mails to and from applicants during the open call and evaluation procedure

The open call process was managed via e-mail, the CEED Tech Facebook page and F6S. Regular e-mails were sent during the open call and during the process of the evaluation procedure, adding details and rejecting teams after the 1st round.

69 - Evaluators

Entrepreneurs, investors and experts, including FIWARE specialists, to evaluate all applicants in the 1st Call.

#	Accelerator	Name of Evaluator	#	Accelerator	Name of Evaluator
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1	Startup Wise Guys	Herty Tammo	36	StartupYard	Philip Staehelin
2	Startup Wise Guys	Hardi Kampus	37	StartupYard	Viktor Fischer
3	Startup Wise Guys	Andrus Oks	38	StartupYard	Jakub Havrlant
4	Startup Wise Guys	Stanislav Ivanov	39	StartupYard	Marco Terrinoni
5	Startup Wise Guys	Rait Minuments	40	StartupYard	Jiri Materna
6	Startup Wise Guys	Eero Tohver	41	StartupYard	Marek Novy
7	Startup Wise Guys	Maris Prii	42	StartupYard	Ludovic Neveu
8	Startup Wise Guys	Calum Cameron	43	StartupYard	Karel Obluk
9	Startup Wise Guys	Erik Anderson	44	StartupYard	Ondrej Gece
10	Startup Wise Guys	Anu Puusaag	45	StartupYard	Jaroslav Gergic
11	Startup Wise Guys	Riivo Anton	46	StartupYard	Vladimir David
12	Startup Wise Guys	Elise Sass	47	StartupYard	Amit Paunikar
13	Startup Wise Guys	Kristjan Konks	48	The Spot	Ivan Debnar
14	Startup Wise Guys	Ivo Remmelg	49	The Spot	Matej Ftacnik
15	Startup Wise Guys	Jordan Schlipf	50	The Spot	Eva Havasova
16	Open Coffee Club	Rokas Tamosiunas	51	The Spot	Vladimira Briestenska
17	Open Coffee Club	Donatas Voveris	52	The Spot	Tomas Vysny
18	Open Coffee Club	Dimitrij Sosunov	53	The Spot	Hapak Samuel
19	Open Coffee Club	Antanas Šepčkauskas	54	The Spot	Cifra Jan
20	Open Coffee Club	Justė Pačkauskaitė	55	The Spot	Can Ertugrul
21	Open Coffee Club	Eglė Juodsnukytė	56	The Spot	Kenneth Ryan
22	Open Coffee Club	Žymantas Baušys	57	The Spot	Andrej Leontiev
23	Open Coffee Club	Ervinas Štikūnas	58	Digital Factory	Sabie Valner
24	Open Coffee Club	Dovydas Ragelis	59	Digital Factory	Adam Jermann
25	Open Coffee Club	Akvilė Dudulytė	60	Digital Factory	Imre Hild
26	Open Coffee Club	Jolita Jakavičiūtė	61	Digital Factory	Tamas Terray
27	StartupYard	Cedric Maloux	62	Digital Factory	Szabolcs Farkas
28	StartupYard	Nikola Rafaj	63	Digital Factory	Kristóf Bárdos
29	StartupYard	Lloyd Waldo	64	Digital Factory	György Herczku
30	StartupYard	Ondrej Bartos	65	Digital Factory	Erik Csupor
31	StartupYard	Petr Ocasek	66	Digital Factory	Ferenc Szalai
32	StartupYard	Michal Illich	67	Digital Factory	Péter Nagy
33	StartupYard	Miroslav Valenta	68	Digital Factory	Viktor Gerő
34	StartupYard	Tomas Cupr	69	Digital Factory	Erika Lajkó

Evaluation progression:

	Total	Digital Factory	Open Coffee Club	Startup Wise Guys	StartupYard	The Spot
No of applications qualified for evaluation	396	85	88	76	92	55
ROUND 1: Formal	381	82	95	66	89	49

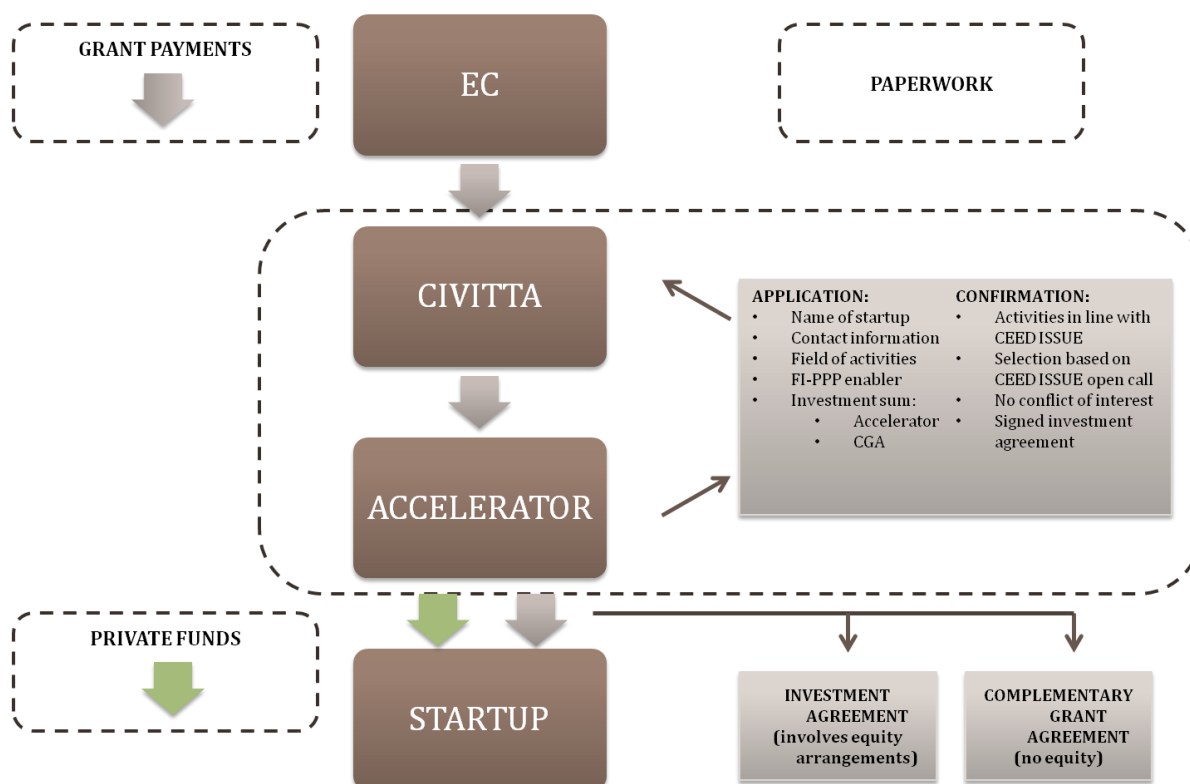
Criteria						
ROUND 2: Team Evaluation of Applications	220	33	59	53	43	32
ROUND 3 - Mentor Evaluation of Applications	162	21	39	53	27	22
ROUND 4 - FIWARE Enablers	141	17	42	40	25	17
ROUND 5 - Skype Call	141	17	42	40	25	17
ROUND 6: Startup Day	79	10	18	25	16	10
ROUND 7: Final Teams Selected	38	7	8	10	7	6
Final Teams Which Signed CGAs	34	6	7	9	6	6
Teams Selected for Follow-up Funding in M12	19*	3	3	5	3	5

*19 teams were selected and CGAs were signed with 14 teams in M12, with 5 teams in M13.

Task 3.3. Management and coordination of the Complementary Grant Agreements

Main results include the development of the CGA delivery scheme, the full set of documents and the delivery of the Complementary Grant Agreement financing.

CGA Delivery scheme



SET OF DOCUMENTS

#	Name of the document	Description of the document
1	Investment Agreement	The contract between an accelerator and a team, stipulating the terms of the program and investment, including the co-investment to the FIWARE grant from the accelerator or third-party investors
2	Complementary Grant Agreement	CGA with every team, based on a CEED Tech proposed agreements
3	Use of FIWARE	Description of selection and use of FIWARE enablers, with the business benefits, approved by a FIWARE evaluator
4	General conditions	General conditions to the Complementary Grant Agreement
5	Milestones	The set of milestones to be reached during the acceleration program.
6	Financial Plan	A detailed financial plan (cash flow plan), short-term (12 months), developed with and approved by the accelerator's team.
7	One-pager	A pitch deck provided by a team with the aim of the project, market, customers.

The summary of signed Complementary Grant Agreements per accelerator by the end of M12

Partner name	Payment sum	Number of contracts	Grants follow-up finished	Number of contracts
Startup Yard	180 000	6	200 000	3
Digital Factory	162000	6	100 000	1

The Spot	180000	6	220 000	5
Wise Guys	243 000	9	70 000	2
OCC	164 139	7	340 000	3
TOTAL	929 139	34	930 000	14

It is important to note that 14 contracts were signed within M12 and 5 contracts in M 13 of the project, which is outside the reporting period. All accelerators but one (Startup Yard) have finalized their CGAs for Batch nr 1. Startup Yard may grant follow-up financing to further 2-3 teams in M14-15.

The signed Complementary Grant Agreements and the Grant sums are presented in the table:

Nr	Accelerator	Name of project	Short description	FIWARE	Seed financing	Private sum	Follow-up
1	SWG	Sorry as a Service	With just a click of a button customer relation manager will be able to dispatch apologies.	1)Orion Context Broker 2)Identity Management - KeyRock 3) Unit Functional Testing Framework	27 000	3000	80 000*
2		Pubify	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	Object Storage GE	27 000	3000	80 000*
3		MRPEasy	MRPEasy is a cloud MRP system that enables small to medium manufacturers to manage production and planning.	3D-UI-XML3D	27 000	3000	40 000
4		ReduceMyInvoice	Reduce My Invoice unlocks economies of scale for schools and local businesses.	Revenue Settlement and Sharing System	27 000	3000	30 000
5		SyncUI	SyncUI is an interactive synced cross-browser testing tool that provides live, synced testing in multiple browsers and devices.	2D-UI	27 000	3000	30 000*
6		Akselworks	Akselworks is an Agile business management toolset that integrates people, projects, and businesses (internal or external) seamlessly in one place.	1) Big Data Analysis 2) Application Mashup - Wirecloud 3) Identity Management - KeyRock 4) Synchronization (presuming not dedicated only to 3D)	27 000	3000	
7		BitCalm	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%	1) Software Deployment & Configuration - Sagitta	27 000	3000	
8		EstateGuru	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.	1) Security Monitoring (Mulval Attack Path Engine Web Application API), 2) Software Deployment & Configuration – Sagitta, 3) 2D-UI	27 000	3000	

9		Hashtago	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	Cosmos	27 000	3000	
10	The Spot	BeeSafe	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.	1) Cosmos	30 000	2000	40 000
11		Kickresume	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.	1) BigData Analysis - Cosmos 2) Recommendation as a service SE	30 000	2000	60 000
12		CloudO	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	1) Cosmos 2) Sagitta - software development and configuration	30 000	2000	40 000
13		Aykiro	Development and commercialisation of high- quality (AAA) multiplayer game for mobile devices (e.g., tablets)	1) 2D-UI 2) BigData Analysis - Cosmos	30 000	2000	40 000
14		Axepito	Handling of electronic documents between courier companies and contractors including full legal signatures on tablet devices.	1) Object Storage GE, 2) Monitoring GE	30 000	2000	40 000
15		Betviz	Betviz is a aggregation and data mining webpage, which brings variety of sports data to one place.	1) Cosmos 2) Application Mashup - Wirecloud	30 000	2000	
16	Yard	Shoptsie	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.	1) POI Data Provider	30 000	1000	70 000
17		Budgetbakers	Wallet by BudgetBakers, is for individuals and families who worry about not kowing 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.	Budgetbakers	30 000	1000	50 000

18	Teskalabs	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.	1) FIWARE.OpenSpecification.Security.IdentityManagement 2) FIWARE.OpenSpecification.Security.AccessControl 3) FIWARE.OpenSpecification.Security.SecurityMonitoring 4) FIWARE.OpenSpecification.IoT.Gateway.DeviceManagement	30 000	1000	80 000
19	Testomato	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.	1) Cosmos BigData analysis	30 000	1000	
20	Myia	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.	1) Object Storage GE	30 000	1000	
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 are offering	1) Cosmos	30 000	1000	
22	Digital Factory	AzAutom 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.	1)POI Data Provider	27 000	3000	100 000
23	Spymoz	SpyMoz helps the SMEs to know their competitors and offer solutions to reach better competition	1) Security Monitoring	27 000	3000	50 000*

		position.				
24	Laborom	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.	1) Identity management - Keyrock 2) EHR -FI-STAR SE	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	1) Authorization PDP - AuthZForce	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!	1) Stream oriented - Kurento 2) Recommendation as a service	27 000	3000	
27	GigDiving	Gigdiving is a fan-initiated concert making platform that let artists go where their fans are.	1) OpenDataSoft	27 000	3000	
28	OCC	LinkTail	Web app that integrates with social networks and manages professional connections. In a form of automated-marketing-CRM it segments connections to groups of interest based on information available about them. Then helps collect more relevant information, paid connections and help start mutual business.	1) IAAS 2) KeyRock 3) Cosmos	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.	1) Geoserver/3D 2) KeyRock 3) Object Storage GE	30 000	893 136	90 000
30	Soundest	Marketing automation 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.	1) OFNIC 2) Pegasus 3) KeyRock	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 easy online marketing process.	1) Sagitta	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	1) EspR4FastData	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.	1) Cosmos	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.	1) IDAS 2) OFNIC	20 000	90 000	
TOTAL				929 139	1 352 451	1 220 000

*The grant agreements were signed in M13, which is outside the scope of the final report

EVALUATION FOR FOLLOW-UP FUNDING

The CEED Tech accelerators completed the evaluation all accelerated teams for follow-up funding. These are the scores and decisions for follow-up financing:

Accelerator	Team	Total Score	Follow-up Funding Allocated in EUR
Digital Factory	AzAutom	4.5	100000
	Laborom	4.3	50000
	SpyMoz	4.3	50000
	Localization Guru	3.6	
	GigDiving	3.0	
	PsychAsk	2.8	
Open Coffee Club	LinkTail	4.1	220000
	OneNear	3.2	
	Parkego	3.3	
	Parko	4.5	90000
	Savy	3.9	
	Soundest	4.5	30000
	Sparkle&Flow	4	
The Spot	BeeSafe	3.4	40000
	Kickresume	4.5	60000
	Cludo	4.4	40000
	Axecto	3.4	40000
	Betviz	2.3	
	Aykiro	4	40000
Startup Wise Guys	Akselworks/Powermem	3	
	BitCalm	2.1	
	EstateGuru	2.4	
	Hashtago	2.2	
	MRPEasy	3.5	40000
	PublishDrive	3.9	80000
	ReduceMyInvoice	3.5	30000
	Sorry as a Service	4.1	80000
	SyncUI	3.2	30000
StartupYard	TeskaLabs	4.8	80 000
	TrendLucid	3.8	0
	Testomato	3.8	0
	Myia	3	0
	BudgetBakers	4	50000
	Shoptsie	4.8	70 000

2.2.4 DELIVERABLES SUBMITTED

Deliverables submitted during the 1st Open Call:

Deliverable	Date	Description
Open Call text	Aug 22, 2014	The overview of CEED Tech. Fast facts, key terms and dates, evaluation and selection procedure, criteria for selection for funding, the programme. The
	Final: Sep 10,	document is widely used for communication with teams and all stakeholders.

	2014	
D3.1 Detailed conditions for the financial support, evaluation and selection criteria	Dec 1, 2014	Report lying 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), evaluation and selection criteria of the CEED ISSUE Complementary Beneficiaries.
List of evaluators	Dec 11, 2014	All CEED Tech evaluators who take part in the evaluation procedure of all five acceleration programmes.
List of submitted proposals	Feb 13, 2015	The list of submitted proposals sent to EC.

2.2.5 DEVIATIONS FROM ANNEX I AND THEIR IMPACTS ON OTHER TASKS

Some minor deviations were registered within this work package, but most work was conducted on time.

The deliverable „Detailed conditions for the financial support, evaluation and selection criteria“ was due in M4, but was submitted in M5 because of longer negotiation process between the consortium partners about harmonizing the evaluation procedures.

Delays in WP 3 were also a result of the overall delay in starting the project activities, which resulted from a prolonged Grant Agreement process.

At the beginning of the evaluation procedure we had to adjust especially timing of the evaluation. We will propose a few changes to the plan after the completing of evaluation (in the next reporting period) to keep the schedule of 2nd Call. We will improve eg. average times per application, synchronisation among CEED Tech members, or the order of evaluation steps.

The goal of CEED Tech is to choose 40-50 startups to participate in the acceleration process (each call). At the end of the selection process more teams were selected (OCC selected extra teams to leave room for negotiations, while other accelerators (The Spot and Digital Factory) decided to select less teams due to the quality of the teams). Negotiations with the teams were finalized for 34 Complementary Grant Agreements.

The main reasons for failed negotiations are:

- Team further validated their product-market fit and realized that they need to significantly change their product. Team decided to take 9-5 jobs instead
- Some complementary grant agreement conditions were not acceptable for startups (financial and technical audits, communication) .
- Team not attractive for private investors - company structure, team not performing during programme, decreased motivation of the team.
- Failure to commit to FIWARE after further investigation into the platform.
- Personal reasons to not join the programme in time.
- A few teams decided to prioritize other acceleration programs.

Due to the abovementioned reasons less than the goal of 40 teams will be accelerated under WP 4.

In the next batches it will be necessary to select more teams at the beginning (given the desired quality is achieved) to be able to involve 8-10 teams per accelerator. It may also be necessary prolong the time from selection to acceleration programme start – early detection of potential negotiation failures and selection of spare teams to the programme.

2.2.6 GANTT FOR M1-M12

Nr	Partner	Description	Month	Aug	Jul		Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
				1	2	3	4	5	6	7	8	9	10	11	12	
3	SY	Open calls, evaluation and selection														
3.1.	SY	Defining the detailed financial support conditions, evaluation and selection criteria														
3.2.	SY	Evaluation and selection of the teams														
3.3.	CIV	Complementary Grant Agreements														
Milestones WP3												x	40-50 teams			
Deliverable WP3							x	Detailed conditions for the financial support, evaluation and								

2.2.7 USE OF RESOURCES

PM use	Civitta	Yard	DF	Spot	Wise Guys	OCC	SUM 12M
WP 3	3,4	10,7	2,9	3,8	4,2	1,5	26,5
Foreseen 24M	7	13	7	7	7	7	48,0
% executed	48,8%	82,3%	41,9%	54,9%	60,0%	20,7%	55,3%

The use of resources for WP 3 is largely in line with what was budgeted. The work package leader (Startup Yard) has spent more PM than planned on the development of a unified evaluation procedure and coordination of the consortium. OCC on the other hand has underspent on evaluation and selection procedure.

2.2.8 ACTIVITIES FOR THE NEXT PERIOD (P2)

The key activities with the second period:

- Update of the evaluation and selection process for Batch 2
- Support to teams during the Open Call
- Evaluation of teams from 2nd Open Call
- Selection of 40-50 teams for the acceleration programme
- Selection of 5-25 teams to receive follow-up funding
- Management of Complementary Grant Agreements

2.3 WP 4 – Acceleration and postacceleration sustainability

WP leader: OCC	Starting date: M3	Planned end: M24
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2.3.1 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.

2.3.2 WORK PERFORMED FROM M1 TO M12

As this WP really starts only until after the WP2 and WP3 have had their first cycles (attracting and evaluating startups), activities of WP are divided in three stages – preparation for acceleration, acceleration and follow-up.

Preparation for acceleration

During preparation stage, only activity on Task 4.1 "Acceleration programme preparation and implementation" took place to ensure all partners are prepared to run the acceleration programme. To do that, a wide-range checklist (briefly described below under results achieved) has been created for partners to assess their readiness to start WP activities (WP 4 Annex 1). After the first interview with each partner, problematic and unclear areas were identified and resolved during the rest of the preparation stage. Follow-up conversations with individual partners and email conversation with everyone took place to raise awareness of underprepared areas. At the end of the year 2014 a curriculum preparation template (WP 4 Annex 2) was created and distributed to partners to specifically identify their activities and resources involved in the upcoming acceleration program. Deadlines for delivering filled in templates were the beginning of February 2015. Finished curriculums of each partner are attached in the end of this report (WP 4 Annex 2). It is worth mentioning that global companies (e.g., Google, SoftLayer, etc.) joined the acceleration program and provided services and experience for startups.

Individual Skype meetings and group email conversations was the medium of choice for the described activity in this period.

Acceleration (Task 4.1 "Acceleration programme preparation and implementation")

During the acceleration programme the accepted teams were performing the following actions:

- In the beginning of the programme, each team defined clear outputs, milestones, the timing of its product delivery and budget allocation, achievement and expenditure. It allowed to adjusted acceleration programme based on the needs of a startup. In addition to that, it was clear, at which stage each startup is after the initial planning of activities,
- All startups developed innovative services and applications with a minimum level of functional complexity agreed in the complementary grant agreements, which used and validated FIWARE enablers.
- During acceleration programme, each startup aimed at delivering their MVP or furthering their product, with emphasis on a test in a real market. All startups have made progress in

this regard. Furthermore, few startups created live product and launched it during acceleration programme

During the acceleration programme implementation, the accelerators were cooperating to coordinate the provision of support services, mentor and user base, sharing best practices, etc. Expert Pools (via WP2) were the main coordination mechanisms for sharing the extended network of partners between the accelerators. Common online meetings, email, Skype conversations and other form of information exchange took place.

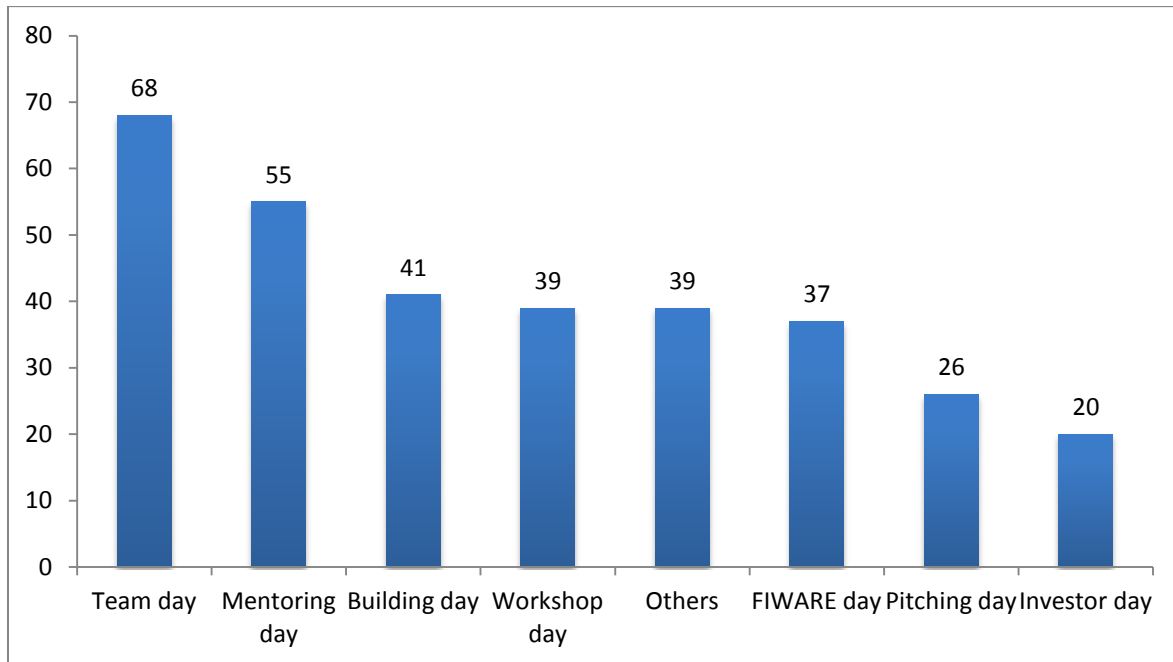
The acceleration program lasted 3 months (Shape, Build, Sell), plus 1 month for follow-up. The accelerators kept track of all their activities weekly and monthly, their detailed record can be found in an attachment of this report (WP 4 Annex 3).

Overall, the acceleration was on track, the activities were in-line with the acceleration curriculums prepared beforehand and no major anomalies were detected. The partners indicated that the biggest issues were getting the teams to up-take FIWARE quickly and complete the legal processes due. Each accelerator provided the following activities:

- **Mentoring days.** Speed mentoring, analysis of challenges and provision of necessary help, development of marketing, user acquisition, business and product development strategies;
- **Building days.** Product development, application of lean and agile principles, at least beta version development;
- **Pitching trainings.** Development of strong pitch, practice and feedback regarding pitching strategies, Startup Yard even hired a voice trainer, who helped to increase the strength and influence of a pitch;
- **FIWARE trainings.** Application of FIWARE technology, faster development of features with the help of the right FIWARE enabler;
- **Investor days.** Introduction to investors, their feedback and attraction of venture capital (after the acceleration program, 9 startups attracted investment or are in negotiations for one).
- **Team days.** Team's strengths and weaknesses were analysed, ability to work together. In addition to that, expansion of a team was discussed (during acceleration programme ex-Groupon team members joined one of the startups).
- **Workshop days.** They varied depending on the needs of startups. For example, Uber representative shared his experience with startups or cloud technology and its possibilities were presented.
- **Other activities.** Other activities such as sales day, piloting day, orientation, etc. were done to reach the highest potential of startups.

The summary of activities done during acceleration programme is provided in the graph below.

Figure 1. Activities performed during 1st acceleration programme



In addition to that, the expert pools compiled in Task 2.4 were utilized. Startups had opportunities to meet major market players and get insight from them or be able to pitch to them. Startups worked with Google, Oracle, Siemens, KPMG, participated in Forbes pitching contest, Pioneers festival, talked with Credo Ventures, Pioneers Ventures, Wellington Partners and many others. These and many other activities help to build strong startups, which were recognized by various investors in Europe and US.

Further, all partners were asked what content they provided during acceleration program, here is the overview:

DF	SY	TS	SWG	OCC	
					Provided startups with handout material
					Provided startups with examples / best-practices / methodological material
					Provided with guides / material on FIWARE
					Introduced startups to clients that are using their service / are looking to use their service
					Introduced startups to investors that are investing / looking to invest into your startups
					Provided with examples from other startups
					Provided with look-books / hand-books for mentors
					Provided any other written material (lists, catalogue, books, etc)
					Other:

In some cases, widely recognised mentors or presenters (e.g., Eduardo Espinal or team from KPMG, Google, etc.) joined acceleration programs, in order to share their experience and help startups to grow faster. All activities are provided below in more detail:

- **Workshops** were focused on marketing and growth hacking techniques, finance, PR, FIWARE application, business model validation, business development, lean startup principles and their applications to business development, attracting investors and many other topics. In addition to that the accelerator helped to build effective landing page, develop financial projections, optimize PPC campaigns, manage B2B sales, develop pitch deck and etc.
- Furthermore, **one-on-one mentoring sessions** were provided. The topics for mentoring sessions highly varied depending on a startup and the expertise of a mentor. Also, speed mentoring (5 min. pitch and 10 min. one-on-one mentoring session with an investor) was applied in some cases. **Six pilot corporate programs were run during acceleration program.** These and many more activities were accessible to the startups and helped them to grow faster.

In order to provide the best possible help, acceleration programme invited leaders and experienced entrepreneurs, investors to share their experience and mentor startups. In addition to that, startups were invited to various events and additional benefits were provided. A brief summary of the additional benefits of acceleration programme is provided below:

- To significantly improve startups activities, the accelerator invited voice coach to strengthen CEOs pitches, Microsoft to present cloud technologies, Google to optimize PPC campaigns, Northstar Consulting Group to explain B2B sales, SoftLayer to introduce cloud computing and many other topics were covered during the acceleration program. Some startups participated in 30 under 30 pitching contest organized by Forbes, Startup Sharks, Pioneer Festival, Big Ideas for CEE conference, Startup AddVentures Pitch competition, Equity Thursday Meet-up, Latitude59, LOGIN, Arctic15. They were introduced to KPMG, SAP, Synergie, Dell and others. Also, the acceleration program helped with B2B negotiations, interim CFO functions and etc. Finally, guest lecturers were invited (e.g., representative from Google, Uber, etc.) to share their experience and knowledge.
- Mentors, speakers from Microsoft, McKinsey, Anthemis Group, Pipedrive, Price Intelligently, Evoline, Forbes, KPMG, PappGap Budapest, Pioneer Ventures, Credo Ventures, , SmartCAP, Wellington Partners, Notion Capital, Rockway Capital, Google, SoftLayer, Sendgrid and many others joined the program and helped startups to grow. Results are overviewed in *Main results achieved* section.

Follow-up (Task 4.2. Evaluation, follow-up, sustainability of the results)

During last month of the acceleration program, accelerators focused on the follow-up activities of the startups comprising a number of the services like continuous provision of office space and services like accounting. In addition to that, all accelerations continued mentoring and helping to increase their network through connections with partners, investors. All acceleration programs focused on lean and agile development, which resulted in a great success rate among accelerated startups. A summary of activities is provided below:

- **Office space.** It was ensured that all teams had a place to stay. If it was impossible to do, co-working space was provided.
- **Legal.** Legal support in various occasions (e.g., negotiations with investors).
- **Investor relationships.** During the follow-up startups were provided with the help when contacting investors, maintaining close relationship with them, etc.
- **Mentoring.** Close relationship and weekly updates are provided. It is important that challenges are discussed and solved for the further success of startups.

Here is the summary of major activities performed by WP leader:

- Pre-program checklist and follow-up / troubleshooting performed
- Pre-program reduced checklist and follow-up / troubleshooting performed
- Pre-program curriculum template and check performed
- Weekly minor checkups on all accelerators
- Monthly major checkups on all accelerators
- Three physical visits to partner accelerators (Estonia x2, Prague), as well as continues presence for own accelerator (Lithuania).
- Program content check
- Continues online support and communication with all partners through the WP
- Weekly check for feedback on WP leadership
- Post program checklist

2.3.3 MAIN RESULTS ACHIEVED

- Full preparation conducted for the program
- Curriculums created
- Three months of acceleration implemented
- Follow-up after acceleration program done
- Additional services provided to all participating startups
- Weekly and monthly records established
- 34 teams graduated from the acceleration programme in June 2015 (M12 of the project).

Achievements of the startup teams

Startups successfully expanded their teams, attracted investments, fully developed products and some started generating money in the end of acceleration program.

All startups but one developed at least beta version of their product, whilst some launched live versions (Aykiro has a longer development process and will deliver the first version of their application in Q3-4 of 2015).

The startups increased their monthly revenue on average by 186 %. The goal of the acceleration programme was to acquire first paying customers during the “sell” month or to prepare the teams for going to market. 18 teams of 34 in total had revenues at the end of the programme.

Teams on average managed to increase traction by 24 % with the biggest increases in traction achieved by BudgetBakers in Startup Yard – 110 000 new users in total.

Startup teams were expanded on average by 1,9 people. CEED Tech teams now consist of a total of 186 team members in 34 companies.

Most importantly, the teams had attracted investment from the private market already before the programme and did so also after the end of the programme. CEED Tech teams have raised 4,3 million EUR in total. Details are included in the table below:

		Start of CEED Tech	End of CEED Tech	Increase	% Increase
MVP (nr of teams)	Total	23	33	10	43%
Monthly revenue (EUR)	Average	949	2 713	1 764	186%
	Total	32 253	92 238	59 985	
	Maximum	16 954	35 656	18 702	
Average traction (nr of users)	Average	26 421	32 679	6 259	24%
	Total	792 616	980 383	187 767	
	Maximum	694 000	804 000	110 000	
Team size (nr of members)	Average	3,6	5,5	1,9	54%
	Total	121	186	65	
	Maximum	8	15	7	
Funding raised excl CEED Tech (EUR)	Total	1 536 666	2 807 300		
TOTAL funding raised by CEED Tech teams		4 343 966			

Further examples of startup achievements:

- Two startups were invited to participate in TechStars acceleration program – Sorry as a Service and Teskalabs
- Won pitching contests (30 under 30 by Forbes, 90 second pitch competition at Pioneers Festival, Northside Festival pitching competition)
- Increased revenue and traction significantly (e.g., 7 new stores per day, 300% growth, LTV of 12x in pilots, doubled pricing, but did not loose any customers, etc.)
- Increased customer base significantly (customers from 20 countries, 1000 active lenders from all over the world, etc.)
- Attracted major market players as customers (major Telco operator, Forbes 500 company, partnership with credit card company, signed LOI)
- Invited to Microsoft Bizpark programs.
- Increased their teams to have a full skill set necessary for business and product development.
- Attracted investments from Venture Growth Capital, Pioneer Venture Capital and other VCs. Others are currently negotiating with potential investors.

All startups **used FIWARE enablers**. 17 startups used one enabler, 9 startups used 2 enablers. Also, 9 startups used 3 enablers. In total, 25 different FIWARE enablers were used 59 times during the development of products. A summary of enablers used is provided in the graph below.

4.1.	OCC	Acceleration programme preparation and implementation															
4.2.	OCC	Evaluation, follow-up, sustainability of the results															

2.3.7 USE OF RESOURCES

PM used	Civitta	Yard	DF	Spot	Wise Guys	OCC	SUM 12M
WP 4	0,4	12,6	7,8	5,8	14,6	5,0	46,2
Foreseen 24M	2	12	12	13	13	15	67,0
% executed	21,0%	105,0%	65,3%	44,6%	112,3%	33,3%	69,0%

Use of resources is in line for most accelerators. Civitta has under spent on this work package since the accelerators have been fairly independent in their activities. Startup Yard and Startup Wise Guys have used more than double the person months than planned in the budget. Both partners have increased their accelerator staff to provide a more thorough acceleration programme for the teams. It is noteworthy to mention that one team from each accelerator was also chosen to the autumn batch of Techstars London (Sorry as a Service and Teskalabs).

2.3.8 ACTIVITIES FOR THE NEXT PERIOD

In the next reporting period, there will be these tasks performed:

- Review of the first acceleration program and follow up activities
- Preparations for second acceleration program
- Open call for the second acceleration program
- Second acceleration program
- Follow-up and additional services provided to the participating startups
- Preparation and submission of reports in WP 4.