



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

P1: 01/07/2015–30/06/2016

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

Due date of deliverable: 29/08/2016

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Deliverable Title: Periodic report

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)

## 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 Project objectives for the period

- Compile and submit the mid-term report
- Carry out the mid-term review
- Finalize selection of 5-25 teams from Batch1 for follow-up financing
- Reach 600-800 applications in the second open call
- Select 40-50 teams for the CEED Tech acceleration programme
- Carry out acceleration programmes for 40-50 teams
- Evaluate the 40-50 teams and select 5-25 for follow-up funding.
- Carry out follow-up activities for Batch 1 and start activities for Batch 2

### Summary of recommendations from mid-term review:

- Develop consistent selection criteria based on previous experience, used consistently by all accelerators
- Improve consistency of team quality (see above)
- Improve quality – wider dissemination and involvement of mentors in the process

## 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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#### 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.

## 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 include coordination of 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 in period 2 for WP2** was to reach 600-800 applications in Open Call 2.

### WORK PERFORMED FROM M13 TO M24

Task	Description
<b>Task 2.1 Draw up Dissemination Strategy document</b>	
Task finished in Period 1	
<b>Task 2.2 Development of project advertising related material</b>	
Task finished in Period 1	
<b>Task 2.3 Launch and maintenance of project website</b>	
<b>1. Setting up and maintaining the project website</b>	The project website was launched in August 2014 and remains fully operational. Website <a href="http://www.ceedtech.eu">www.ceedtech.eu</a> , continued to be the channel for info on the CEED Tech project and the both 1 <sup>st</sup> and 2 <sup>nd</sup> Open Call. New sub-pages were created for the 2 <sup>nd</sup> Call to present clearly 2 distinguished offers for the start-ups: Business Acceleration package FIWARE package to apply for. Also, a new Events section was created in order to provide a clear overview of where CEED Tech partners could be met(i.e. which conferences/events are they attending to). CEED Tech startups section was added to present our alumni. The website covers the following sections:

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

### 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 in Period 1. The expert pool was set up to support the dissemination, evaluation and acceleration within the CEED Tech framework. Results are:

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

#### 2. Coordination with Mentors

Partners were 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.

Mentors were also involved directly in selection and acceleration activities under WP3 and WP4.

**There were 462 mentors involved in the CEED Tech programme in total for both batches.**

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### 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 rounds. 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. All accelerator partners coordinated and finalized the deals on the additional funding.  
**In total, there were 156 investors involved in the CEED Tech programme for both batches.**

### 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.  
**CEED Tech worked in total with 47 (technology) partners.**

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

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.

From stage 1 projects FI-CORE was engaged most. FI-CORE made a number of services available for the startups – the FIWARE technologies, FIWARE website, FIWARE coach as well as a number of other technology support services. The project was in continuous contact with FI-CORE during face-to-face meetings at FIWARE events, via the FI-PPP Steering Board, the FIWARE coach as well direct contact if necessary. CONCORD was engaged during the project via the support services provided for Stage 3 projects (facilitation of the Steering Board, documentation from the different stages, contacts, studies).

Cooperation with FI-PPP stage 2 projects was more intensive at the beginning of the CEED Tech project since most stage 2 projects ended shortly afterwards. FITMAN was the most active in reaching out to CEED Tech and exploring cooperation activities, however there were no concrete activities agreed. Around 5-10% of the startups chose to implement specific enablers developed by the stage 2 projects. The main obstacle of cooperating with stage 2 projects was the unclarity of the cooperation terms – what was the pricing model and the exact value offer. The consortium decided to focus on the GEs and cooperation with FI-CORE.

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**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.

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.

FIWARE ecosystem players within the larger FI-PPP group have created a strong and vibrant network via joint mailing lists, the Basecamp/Mobilize platform and regular meetings and community events.

Three FIWARE Community meetings were organized in the Period. The meetings took place in Lisbon, Milan and Tallinn. Notably, the meeting in Tallinn was facilitated by the Coordinator of the CEED Tech consortium in cooperation with Startup Wise Guys. The outcome of the meetings was a common understanding on the processes of the different FIWARE Accelerator projects, cooperation in a number of fields - most notably dissemination and support of FIWARE technologies. The meetings also resulted in support structures for the startups via FI-BUSINESS, FI-IMPACT, the VIP Programme, FIWARE Alumni programme and others. The Coordinator of CEED Tech was represented at all meetings with at least one representative.

**7. Liaise with innovation actions, supported by regional, national and European policies and funds**

A strong focus was put on collaborating with other stakeholders active in innovation support within the local and regional ecosystems.

**Startup Wise Guys**

Joint events were organized with EIT Digital for the Estonian startup ecosystem; we also made an effort for connecting startups to EIT Digital network of Business Developers.

On FIWARE side startups participated in webinars and received support from FIWARE coach.

**Civitta**

Civitta interacted mostly with Startup Estonia, who assisted CEED Tech in the dissemination of the Open Call. Additionally, Civitta presented the FIWARE Programme at Startup Estonia's event Startup Europe Week Tallinn: New ways to attract EU funding.

**Digital Factory**

We often provide input into policy making for the government and government related companies. Examples:

- We are on the advisory board of the accelerator established by the national power grid company,
- We run the 'Startup Panel' of the Hungarian Innovation Federation
- We represent the Hungarian private sector in Visegrad 4 events abroad
- We are advising the Hungarian National Trading House on

international expansion strategy

- We provide market feedback into nationwide program development (INPUT) which will result in 300 events and 800 involved entrepreneurs

#### **Startup Yard**

The following activities were done under the involvement with national level innovation support organisations:

- The Office of the Government of the Czech Republic - member of the working group Digital Economy
- Czechinvest - scouting startups for its missions to Silicon Valley
- Visegrad Group - organising Czech participation on business trips (San Francisco)
- American Chamber of Commerce - startup working group
- Czech Innovation - member of the association of innovative players

The support from these organisations were mainly in 3 categories: networking events; promoting startups; and clients' meetings.

#### **The Spot**

The Spot is a founding member of SAPIE ([www.sapie.sk](http://www.sapie.sk); Slovak alliance for internet economy) which aims to influence policy-making relating to digital economy and startup support. We provide expert opinion/advice on state policy proposals/support schemes, which influence digital entrepreneurship and startups.

#### **OCC**

Please see section #1 for more answers

- Dialogue with public institution (esp. Enterprise Lithuania)
- Local community events

Mostly we were providing expert advice to the organizations, not the other way.

### **8.Synergy and the exchange of experience with other supporting activities under the FP7 and similar initiatives**

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.

Examples include Startup Europe, My Way project and a number of national business angel organizations.

## **Task 2.5 Dissemination of the Open Calls and general awareness raising**

### **1.General**

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 838 applications and selecting 46 teams to attend the acceleration programs.

Partners attended in total 63 roadshow events and 31 country visits to spread the Open Call information and introduce CEED Tech project to wider audience (startups, investors, mentors).

## **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 in P1. 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 46), 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)

## **5.Roadshow events**

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

In total, partners visited 63 events in. Estimated number of startups that participated those events is in total ca 7 500.

## **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.

In total 31 country visits were executed.

## **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.

**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  
Also, many mentors, investors and other accelerator programmes' associates promoted partners via social media channels (tweets and tagged Facebook posts)

## MAIN Results achieved

### Number of applications received (attracted, completed)

The main milestone for WP2 was to reach 600 applications per Open Call. For the 2nd Open Call, CEEDTech attracted 838 applications (584 finalized) from 66 countries (and 195 cities) all over the world.

### Summary of results:

Objective	Results Planned	M1-M12	M13-M24	Result Achieved TOTAL
Number of potential startups reached	200 000	100 000+	100 000+	200 000 +
Number of applications attracted on f6s	1200-1600	745	838	1583
Number of applications accepted on f6s		396	584	980
Number of (unique) countries the application originated from	28 (65% from CEE region)	41	54	67 (59% from CEE region)
Thematic Blog and media articles	120	n/a	n/a	284
Organization of events	48	30	46	76
Roadshow events (participation in startup events)	40-60	89	63	152
Country visits	50	48	31	79
Number of startups reached through roadshows and country visits	n/a	9328	7580	16 908
Number of media coverage	15	n/a	n/a	78

## DELIVERABLES SUBMITTED

Deliverable	Date	Description
D2.2.3 Dissemination material	M16	Design and production of project logo, banners, posters, fliers and online advertising material.
D 2.2.4 Report on Coordination of the activities with start-up ecosystem	M24	Report with the list and activities of mentors, investors, users, technology providers, other projects and national/regional support organisations involved to the CEED ISSUE project during dissemination, evaluation, selection and implementation of the acceleration process.
D2.2.5 Report on dissemination of the Open Calls and general awareness	M24	Report on the activities implemented for raising the general awareness and dissemination of the Open Calls, including the targets set, activities implemented, channels used and results achieved in comparison of the activities planned within the Dissemination Strategy

## DEVIATIONS FROM ANNEX I AND THEIR IMPACTS ON OTHER TASKS

No deviations were registered in WP 2.

## GANTT FOR P2

Nr	Partner	Description	Month	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
				13	14	15	16	17	18	19	20	21	22	23	24
<b>2</b>	<b>WG</b>	<b>Dissemination</b>													
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 received							
		Deliverable WP2					Dissemination material	x	Report on Coordination of the activities with start-up						x
							Report on dissemination of the Open Calls and								x

## USE OF RESOURCES

	Civitta	Yard	DF	Spot	Wise Guys	OCC	SUM P2
<b>WP 2</b>	2,4	5,3	2,8	4,5	4,4	2,2	<b>21,6</b>
<b>Foreseen 24M</b>	4	8	7	8	10	8	<b>45,0</b>
<b>% executed in P2</b>	60,0%	66,3%	40,0%	56,3%	44,0%	26,9%	<b>47,9%</b>

Use of resources was largely in line with the planned effort. Civitta spent more time coordinating with the startup ecosystem, namely stage 3 projects and the FIWARE community. Additionally – mentors and investors were scouted to a larger extent than planned. Yard carried out an intensive roadshow as a part of the dissemination of the Open Call. OCC was able to carry out the dissemination with less resources

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

WP leader: Startup Yard	Starting date: M1	Planned end: M24
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### 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).

## WORK PERFORMED FROM M13 TO M24

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

#### Detailed conditions for financial support, evaluation and selection criteria

List of major improvements and changes in the Open Call 2:

1. Application Form
2. Improvements in evaluation and the order of evaluation rounds

### 3. Scoring the selection of FIWARE enablers

#### 1. Application form

After Open Call 1 all CEED Tech accelerators agreed to simplify the application form, serve less questions to teams and prefer the business-oriented queries – about the team, product, market, progress, revenue.

A new application form was introduced on 3 different platforms:

1. **F6S** (the only channel in Open Call 1) – 77% submitted applications now
2. **Google Form** – 20% applications
3. **Angellist** – 3%, non-European teams mainly

#### 2. Improvements in evaluation and the order of evaluation rounds

CEED Tech incorporated the feedback from Open Call 1, including the mid-term review with external evaluators, into an improved selection procedure. The major changes are described in the table below, comparing Open Call 1 and 2:

<b>Evaluation Rounds in Open Call 1</b>	<b>Evaluation Rounds in Open Call 2</b>	<b>About</b>
-	Pre-evaluation	All accelerators work out pre-evaluation 3 times (bi-weekly) before the deadline of application closing. The pre-evaluation brought the opportunity to be in close touch with the early registered teams and give them feedback – the teams were allowed to improve their applications before the deadline.
<b>1. Formal Criteria</b>	1. Formal Criteria	No major changes from the Call 1
<b>2. Team Evaluation</b>	2. Team Evaluation	No major changes from the Call 1
<b>3. Mentor Evaluation</b>	3. Skype Interview - 1st choice and 2nd choice teams	The accelerators gave preference to meet the pre-selected startups in person, face-to-face (remotely via Skype) as soon as possible. More teams – compared to Open Call 1 - were invited to this round because each accelerator interviewed both first and second-choice teams. It gave the evaluators the chance to learn more about every team, identify the best and reject the worst teams.
<b>4. FIWARE Enablers</b>	4. Mentor Evaluation	The mentor round was run later this time, with less teams, so the evaluators could spend more time per application and help the accelerators to challenge the teams with business-specific questions.
<b>5. Skype Call</b>	5. FIWARE Enablers	The teams were led to pay more attention to the FIWARE form – to the selection of enablers and their use businesslike. The evaluation was done by an external FIWARE evaluator who was more strict and helpful to teams at the same time.
<b>6. Startup Day</b>	6. Startup Day	No major changes from the Call 1
<b>7. Final Teams Selected</b>	7. Final Teams Selected	At the end the accelerators selected teams into two programs: 1) the acceleration program and 2) FIWARE program without full services and on-site program

### 3. Scoring the selection of FIWARE enablers

Following the feedback from Open Call 1 and the experience with teams CEED Tech prepared with the FIWARE evaluator an improved form and scoring.

The evaluation focus was on three core parts:

- added value of FIWARE to the solution/business;
- degree of integration between the various selected GEs;
- usage of selected GEs/SEs in relevant part(s) of the solution/business.

Score points were changed to the range 0 – 4, for each score CEED Tech identified the following cases:

- **0: no use of GEs/SEs at all**, the applicant hasn't demonstrated any use, the application will be rejected;
- **1: only one GE/SE selected but not covering an important role**; no clear contribution of selected GEs/SEs or the added value is poor or not relevant; the GEs/SEs are badly integrated inside the system and there is no correlation between each other;
- **2: only one GE/SE selected that covers an important role in the architecture**; a list of GEs/SEs is selected but the description of usage is somehow vague and the integration is limited;
- **3: use of the selected GEs/SEs well explained**, with a good integration and correlation between the GEs/SEs and the architecture of the project, the application will be accepted;
- **4: excellent use of GEs/SEs**, the applicant has demonstrated clear goals with use of GEs/SEs (evident interest in FIWARE technologies), the system integration is great, the application will be accepted.

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

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##### Overview of evaluation of batch 2 in numbers

In total CEED Tech accelerators attracted 838 proposals, of which 584 were finalized (chart in Annex no. 1). For Batch 1 the numbers were 745 attracted and 396 finalized, meaning that CEED Tech managed to attract 93 more applications this time and more importantly had 188 more teams finalize their application (chart in Annex no.2).

Evaluation procedure consisted of 7 steps. First step was evaluation of the former criteria of the applications, second step was team evaluation by each accelerator, third step Skype call evaluation, fourth step mentor evaluation, fifth step FIWARE evaluation, sixth step was meeting potential shortlist of startups at startup day and the last step was selecting the final teams.

After the closing the applications, each accelerator registered following number of applicants (Those numbers consists first and also second choices):

StartupYard	Startup Wise Guys	The Spot	Digital Factory	Open Coffee Club
262	215	168	296	166

After first 2 steps each accelerator invited top teams for their Skype calls. Shortlist of the teams include both, FIWARE teams and teams interested in acceleration programme (first + second choice). Numbers are following:

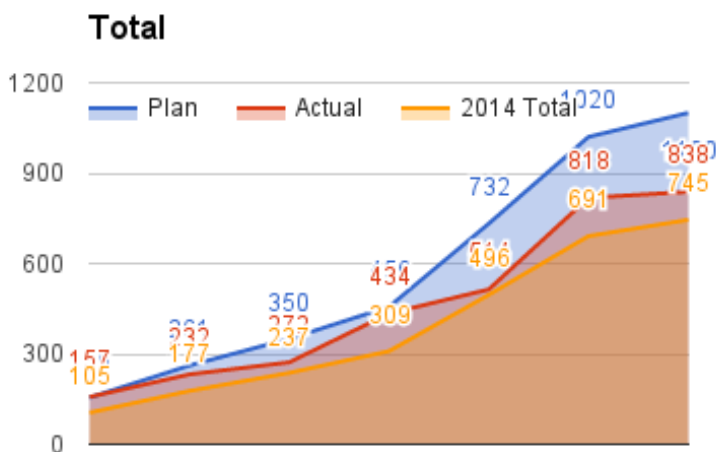
StartupYard	Startup Wise Guys	The Spot	Digital Factory	Open Coffee Club
44	43	39	30	25

After fifth step the shortlist of the teams was invited for the Startup Days of each accelerator:

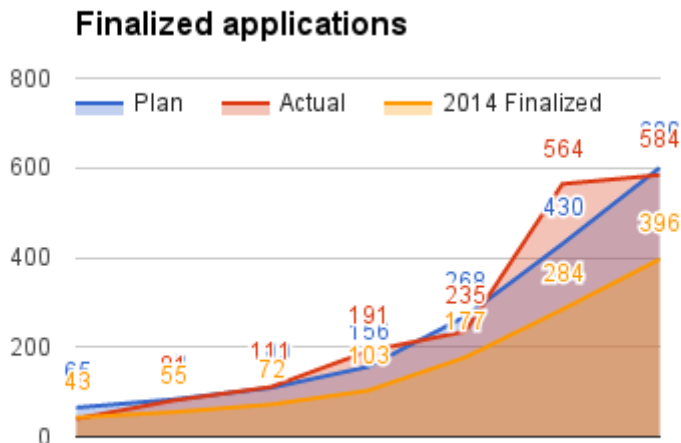
StartupYard	Startup Wise Guys	The Spot	Digital Factory	Open Coffee Club
22	25	20	25	14

The final list of the selected teams is described in chapter Main Results achieved (List of selected teams).

### Annex no.1 Progress on submitted applications in total during Open Call 2



## Annex no.2 Progress on finalized applications during Open Call 2



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### Task 3.3. Management and coordination of the Complementary Grant Agreements

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#### Changes in Batch 2

In batch 2 of CEED Tech we introduced a second offer for the applicants – the FIWARE Package.

Therefore the offer included the Business Acceleration and FIWARE package. The documents for the Business Acceleration remained mostly unchanged. The financial plan template was introduced to simplify reporting and monitoring.

For the FIWARE package the documents were updated according to the FIWARE offer. The documents omitted the investment agreement with only slight modifications to the other documents (inclusion of the term “FIWARE package”).

- The funding for FIWARE package was 15 000 EUR

#### CGA management in Period 2

Three types of contracts were concluded:

- 1) Follow-up contracts for Batch 1 (7)
- 2) Seed stage contracts for Batch 2 (46)
- 3) Follow-up contracts for Batch 2 (24)

Evaluation of Batch 2 teams was finished in M18 and the complementary grant agreements signed following the evaluation. In total 46 startups were contracted for the CEED Tech programme in Batch 2. The milestone for batch 2 was also 40-50 teams and therefore the goal was achieved. Note that 51 teams were selected with 46 eventually contracted. The 5 teams either refused the offer or did not commit at the beginning of the acceleration programme.

The seed stage investments also included investment from private investors. This was achieved via investment agreements signed between the accelerator and the startup team or the involvement of

third party investors. The investments were up to 10% of the grant funding, in exceptional cases also larger. No private investment was involved for the FIWARE Package teams.

Monitoring and evaluation the progress of the sub-projects was implemented in close cooperation with WP3 and WP 4. Evaluation for the follow-up funding was carried out continuously during the acceleration programme (WP 4) through feedback from mentors and the management teams of the accelerators. The evaluation was finalized with an evaluation procedure carried out based on the progress made in the acceleration programme and the funding needs of the startup team. The evaluation procedure was concluded in M12 for batch 1 and in M23-24 for Batch 2.

Complementary Grant Agreement Amendments were developed and used to sign follow-up financing agreements. 21 follow-up contracts were signed for Batch 1 in total, 7 of them in Period 2 and 24 contracts for Batch 2. The project foresaw that 5-25 follow-up contracts would be signed per batch. The milestones for both batches were achieved.

List of contracts is presented under main results achieved. Here a summary of the contracts in Period 2:

	Follow-up CGAS Batch 1	Nr of contracts	Seed stage CGAs Batch 2	Nr of contracts	Follow-up CGAS Batch 2	Nr of contracts	TOTAL
<b>SWG</b>	190000	3	285000	11	229500	5	704500
<b>Spot</b>			210000	8	407500	6	617500
<b>Yard</b>	45000	2	276000	10	316500	6	637500
<b>Digital Factory</b>	100000	2	255000	11	400500	4	755500
<b>OCC</b>			120000	6	305861	3	425861
<b>TOTAL</b>	<b>335000</b>	<b>7</b>	<b>1146000</b>	<b>46</b>	<b>1659861</b>	<b>24</b>	<b>3140861</b>

## MAIN RESULTS ACHIEVED

In total CEED Tech accelerators selected 51 teams in P2, of which 10 teams were selected for FIWARE programme. Each accelerator selected the following number of teams:

- StartupYard – 10 teams of which 1 team is FIWARE;
- Digital Factory - 11 teams of which 5 teams are FIWARE;
- Startup Wise Guys – 11 teams of which 1 team is FIWARE;
- Open Coffee Club – 10 teams of which 2 teams are FIWARE;
- The Spot – 9 teams of which 1 team is FIWARE.

## List of contracts signed in M13-M24

### Follow-up contracts for Batch 1

Accelerator	Startup	Description	CGA sum
SWG	PublishDrive	PublishDrive lets you create your ebook, distribute worldwide. Additional services include ebook editing, distribution, marketing, price promotions, sales analytics and financial reports.	80 000
	Sorry as a Service	Sorry as a Service identifies churning customers and enables companies to deliver superior customer support through existing CRMs.	80 000
	SyncUI	SyncUI is an interactive synced cross-browser testing tool that provides live, synced testing in multiple browsers and devices.	30 000
Yard	Testomato	Testomato is for high-value online businesses, such as e-shops, banks or insurance companies, who cannot afford service interruptions. Testomato is an advanced online monitoring solution for any website, alerting you in real-time when your website doesn't behave as expected. It is easy to set up complex tests in seconds and protect your online business from losing customers due to website problems.	50 000
	Myia	Myia is for business who provide free wi-fi access and are looking for ways to provide more added-value to their customers. It's a communication platform that turns any wi-fi hotspot into a broadcasting channel. Myia allows the businesses to actively communicate with their customers at the time when they visit their businesses based on customer's geolocation history.	30 000
DF	Webb and Flow Ltd (SpyMoz)	SpyMoz helps the SMEs to know their competitors and offer solutions to reach better competition position.	50000
	xHealth (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.	50000

Full list of contracts for 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> Everrip	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>

## DELIVERABLES SUBMITTED

Deliverable	Date	Description
<b>D3.3.2 Report on the evaluation and selection process</b>	M24	Report on the evaluation and selection process of the teams to be accelerated, activities implemented and the results of the 2 calls.
<b>D3.3.3 Report on the management and coordination of the Complementary Grant Agreements:</b>	M24	Report on the management and coordination of the Complementary Grant Agreements, including the administrative, financial and legal, framework established and enforced, collaboration and synchronisation, monitoring and evaluation activities implemented.

## DEVIATIONS FROM ANNEX I AND THEIR IMPACTS ON OTHER TASKS

No deviations in WP 3 in Period 2.

## GANTT FOR M1-M12

			Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Nr	Partner	Description	13	14	15	16	17	18	19	20	21	22	23	24
<b>3</b>	<b>SY</b>	<b>Open calls, evaluation and selection</b>												
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 selected					
		Deliverable WP3												x
														x

## USE OF RESOURCES

	Civitta	Yard	DF	Spot	Wise Guys	OCC	SUM P2
<b>WP 3</b>	2,4	8,4	5,6	3,7	3,2	6,9	<b>30,2</b>
<b>Foreseen 24M</b>	7	13	7	7	7	7	<b>48,0</b>
<b>% executed in P2</b>	34,3%	64,6%	80,0%	52,9%	45,7%	98,6%	<b>62,9%</b>

Use of resources for WP 3 is largely in line for the entire consortium with deviations inside the consortium. Civitta spent less time in WP 3 since most of the legal documents for Task 3.3 were already developed in period 1. Yard also managed to coordinate the WP with less person months than in period 1 (13 PM) due to having already developed the necessary procedures. Digital Factory and OCC had more intensive evaluation and selection as well as contracting effort due to inclusion of staff with less experience and in-house consultants.

## 2.3 WP 4 – Acceleration and postacceleration sustainability

WP leader: OCC	Starting date: M3	Planned end: M24
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### AIM OF THE WP (AS IN THE DOW)

The aim of this WP is to provide the SMEs and web entrepreneurs with a 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.

### WORK PERFORMED FROM M13 TO M24

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#### Task 4.1 Acceleration programme preparation and implementation

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- **Summary of programme preparation activities (including cross acceleration activities)**

Most of the work done through the programme's preparation activities and towards establishing cross acceleration focused on leveraging on the individual mentor and investor pools of the individual accelerators. CEED Tech consortium had a round of internal skype calls sessions to suggest, discuss and agree on action points and relevant activities for the acceleration programme and post-acceleration care. Main preparatory activities took place in M16-18 in order to prepare the outline of the acceleration programme, the administration and the main workshops. Final curriculum of the acceleration programme is designed according to the selected startups in M19 and with an agile approach throughout the implementation of the programme.

The discussion in the consortium included action points on mentorship via skype, investors' panels, across accelerator pitch training, and a list of investors to be shared to all teams to increase their opportunities to raise follow-up rounds. Further ideas discussed at the mid-term meetings were: team exchange during the programme, hosting virtual workshops to leverage the know-how and access to coaches of the various accelerators, recording mentor talks and make them accessible within the consortium, facilitating founder on founder networking, and providing access to corporate players - repository of companies for anyone to use.

Throughout the sessions all parties agreed on the following steps to be implemented to ensure cooperation between the hubs and exchange of key knowledge and resources.

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#### #1 SHARING MENTORS

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In order to leverage on the individual mentor and investor pools of the individual accelerators, the consortium agreed to provide each other with access to mentors who work for / can provide access to corporates, are really outstanding mentors that everyone in the batch like for their value or who lead the best workshops, and are in principle open to contacts from other countries. CEED Tech agreed to focus more on corporate mentors who are the TOP workshop providers as well as to list at least 2-3 USA based mentors. The whole Consortium listed 23 mentors who have confirmed availability for travelling and live mentorship.

Table 1. A list of mentors assigned for Live Sessions

Hubs	Mentors
<b>Startup Yard</b>	Viktor Fischer, ex-Mckinsey; and Michal Kratochvil, Accenture.
<b>Startup Wise Guys</b>	Yuriy Zaytsev, Partner lead, Central & Eastern Europe at Microsoft; Sergej Gribov, Technology entrepreneur and investor with more than 20 years of experience; Cristobal Alonso, Serial entrepreneur and Global TMT Transformational leader; Paula Marttila, Senior Digital Product and Business Development Advisor; and Ragner Siil, Managing Partner of Creativity Lab.
<b>OCC</b>	Philip von Bieberstein, Head of Google Play Apps & Games; Per Meldgaard, co-founder & CTO at Just-eat; Tim Messerschmidt, Head of Developer Advocacy, International at PayPal; Chris Robbins, ex-Vodafone; and Milda Darguzaite, ex-head of Barclays BSC.
<b>Digital Factory</b>	Viktor Gero, founding partner at Conors Ventures; Gyorgy Simo, founder of Day One Capital; Aurel Pasztor, VC with Day One and Portfolion; Levente Zsembery, VC and President of Hungarian VC Association; and Endre Doszpod, Hun-Asian fund operator.
<b>The Spot</b>	Peter Gabriz, advisory board member at Money2020; Stefano Zorzi, partner at Founders.as; Jozef Sovcik, co-founder at Visicon; Michael Rolph, co-founder at Yoyo Wallet; and Jan Cifra, CEO at Websupport.

## #2 SKYPE MENTORSHIP SESSIONS

The consortium has agreed on finding mentors available at the end of their mentoring tour with on-site startups to do group or 1:1 calls with startups in other accelerators. CEED Tech has agreed to run a pilot test first, to judge if it is viable to keep doing this later in the program. A list of mentors from fintech, security, angel investment, venture capital, big data, nanotechnology and health sectors was compiled and all of them have agreed to participate in skype mentoring sessions.

Table 2. A list of mentors assigned for Skype sessions

Hubs	Mentors
<b>Startup Yard</b>	Michal Kratochvil, Business Director at 2N Telekomunikace; Jan Urban, Start-up Entrepreneur and Investor; Jaroslav Trojan, VC Investor; Philip Staehelin, Managing Partner at Roland Berger; Jeanne Trojan, Executive Presentation Trainer and Coach; Rumen Illiev, Partner at LAUNCHub; Petr Johanes, Researcher & Investor; Ludovic Neveu, Vice President EMEA Embarcadero; and Andrej Kiska, Partner at Credo Ventures.
<b>Startup Wise Guys</b>	Yuriy Zaytsev, Partner lead, Central & Eastern Europe at Microsoft; Sergej Gribov, Technology entrepreneur and investor with more than 20 years of experience; Cristobal Alonso, Serial entrepreneur and Global TMT Transformational leader; Paula Marttila, Senior Digital Product and Business Development Advisor; and Ragner Siil, Managing Partner of Creativity Lab.
<b>OCC</b>	Martynas Nikolajevs, serial startup founder; Jeff Burton, co-founder of EA; Tautvydas Gyls, Head of Product at Vinted; Darius Matuliuskas, Head of Product at Wahanda; and Arnas Acas, ex-Vodafone and multiple startups.
<b>Digital Factory</b>	Istvan Molnar, CEO at MedRes; Davi Maasz, serial entrepreneur and founder of Different.hu; and Laszlo Koranyi, CEO at Technopolitan.
<b>The Spot</b>	Stefan Klestil, partner at Speed Invest; Claus Hintermeier, partner at Capco; Kris D'Exele, Head of Development & Innovation KBC Bank Slovakia; Kenneth Ryan managing partner at KPMG; and Ricky Knox, founder of Tandem, managing

partner at Hexagon Partners.

The topics covered by the mentors dealt with entrepreneurship, business & product development, strategy and entry to US, strategic partnerships, company transition process, presentation and public speaking skills, B2B and global sales, and financial modelling topics.

In addition to this, the Consortium agreed to create a mentor directory, where startups could tell if they would like to talk to these guys, as well as send the mentors look-books of startups to see if they would like to talk to these teams.

### #3 VCs LONG LIST & MATCHING

Successful cross-acceleration activities are dependant on the quality of the contacts provided within the consortium. Therefore, the Consortium agreed to extend the existing VCs list – all accelerators to provide 10 names, that each hub has a relationship with, and could do an intro for their fellow CEEDers. The list of investors is shared to all teams to increase their opportunities to raise follow-up rounds. OCC, SWG, Startups Yard, Digital Factory and The Spot has provided contacts for 45 venture capital or private equity groups that they have close relationships with. The list of investors provided by The Consortium covers most of the Scandinavia, UK, The Baltic and CEE region.

Table 3. A list of investors

Hubs	VCs,, Private Equity and Business Angels
<b>Startup Yard</b>	Credo Ventures, Rockaway, Springtide, Metatron, Y Soft Ventures.
<b>Startup Wise Guys</b>	Thorgate Ventures, Point Nine Capital, DN Capital, Notion Capital, Ambient Sound Investment, SmartCap.
<b>OCC</b>	Conor, Inventure, Open Ocean Capital, Butterfly Ventures, Helsinki Ventures, Creandum Ventures, Nextury Ventures, LitCapital, Practica Capital, BaltCap, VAF, FlyCap, Imprimatur, Polski Fundusz Investycji, Protos, Hedgehog, RTA Ventures, SpeedUp Group, Wevin, Experior Venture Fund, Innovation Nest, Point Nine Capital, Imperious Group, and Rubylight.
<b>Digital Factory</b>	X Ventures, Fiedler Capital, Bonitas, Jura Hongroise.
<b>The Spot</b>	Pioneers Ventures, Index Ventures, Credo Ventures, SpeedInvest, Neology Funds, FIT funds.

### Batch 2 accelerator programme implementation

Five 3+1 month acceleration programmes were executed in months M19-M23 (with one programme ending in May). The acceleration programmes were carried out at the location of the startup accelerators in Tallinn, Vilnius, Prague, Budapest and Bratislava. The FIWARE Package was introduced in Batch 2, which required much less on-site time and more independent work from the startups.

Accelerators worked intimately with startup teams, digging deep into their issues, providing support to solve them now and a toolkit on how to solve them in the future. Beyond FIWARE, technical, business support, Q&A sessions and continuous mentoring, partner organisations ran a variety of other activities designed in accordance with the requirements of participating startups. The main points-of-contact and activities organized within the accelerators were:

- Deep Dive Workshops - organized over the duration of the programme ranging from half a day to 2 day workshops on specific topics such as FIWARE, growth hacking, b2b sales, pricing, etc.
- Status Updates and Progress Tracking with internal accelerator team on a weekly basis.
- 1 on 1 CEO meetings (strategic discussion on product, go-to-market, traction, etc.).
- 5 speed-mentoring sessions.
- Hands-on FIWARE tutorials and trainings, FIWARE alumni trainings, support from a FIWARE coach.
- A one day FIWARE Hackathon organised by Startup Yard with remote experts (FIWARE coaches and authors of enablers) for all CEED Tech teams.
- Mentors' Week – 5 days of intensive mentoring by some 200 mentors invited to work with the teams in each accelerator.
- Pitch Trainings Sessions - several rounds of separate pitch training sessions with all teams to develop their pitches from the content side and improve their public speaking skills.
- 80+ various workshops on topics of Business Planning, Validation and Product Development, Customer Acquisition Strategies, Team Building, Speech Training, Growth Hacking, Product Development, Customer Discovery, Customer Development, Community Building, Administration, Final reporting, Communication with the IT team, Product and Organization Development, US Market Entry Strategies and Investment Experiences.

Activity	Days	Mentoring
<b>Lean Startup &amp; Sales</b>	2 dedicated days	8 workshops and one-one-one mentoring
<b>Product</b>	2 dedicated days	6 workshops and one-one-one mentoring
<b>Sales/Go-to-Market</b>	13 days	4 workshops and one-one-one mentoring
<b>Investment</b>	9 days	10 workshops and one-one-one mentoring
<b>FIWARE</b>	From 4 to 14 days, depending on accelerator	3 workshops and one-one-one mentoring
<b>Legal &amp; Compliance</b>	3 days	One-one-one mentoring
<b>Growth Hacking</b>	3 days	1 workshop and one-one-one mentoring
<b>Pitch training</b>	9 days	2 workshops and one-on-one mentoring
<b>Deep Dives</b>	5 days	One-on-one sessions mentoring

### FIWARE Package

In Batch 1 the consortium of accelerators ran only one package for Business Acceleration. In batch 2 a second limited package on FIWARE was introduced for Batch 2.

Business Acceleration	FIWARE
Startups receive initial seed financing in the form of a grant in total of up to €30 000. All investments made are co-financed by private	Startups receive the FIWARE grant that includes a grant in sum of up to €15 000.

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angels and venture investors.

Promising companies with highest potential business ideas receive follow-up funding of €30,000 250,000 after the programme.

Promising companies with highest potential business ideas receive follow-up funding of €30,000 250,000 after the programme.

The startups participate in the full 3+1 months on-site acceleration programme in one of the five accelerator locations.

These startups also receive FIWARE support through the accelerator and gain access to a number of services at the accelerator.

The acceleration process is broken down into 4 phases – shape-build-sell and follow-up. The teams receive FIWARE support in order to develop innovative solutions,

Accelerator include: access to FIWARE support through the accelerator location, FIWARE workshops held at the accelerator, access to up to 4 workshops held at the accelerator location and 6h of business mentoring.

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Involvement and satisfaction rates of startups that received FIWARE and Business Acceleration packages differed. Startups that received the Business Acceleration package were consistently more involved in the accelerator activities and were more satisfied with the programme.

All teams, regardless of the package they were enrolled under, were invited to all activities organized within accelerators related to FIWARE implementation and selected business activities. However, the FIWARE acceleration package teams were not physically located in the co-working space which led to less intensive participation in the ‘voluntary’ activities organized by the accelerators. Nonetheless, some of the FIWARE teams took advantage of the Product and Sales events along with mentoring provided by the management team, and used the connections and access to the FIWARE network. Partner organizations also pitched FIWARE companies to investors and made relevant connections.

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#### **Task 4.2 Evaluation, follow up, sustainability of the results**

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Summary of follow-up activities implemented for batch 1

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#### **EVALUATION**

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The post program evaluation of the participating teams consisted of validating a looking into the KPI's of the individual teams and the progress that has been made during the acceleration process. The acceleration programmes participants and their ideas were evaluated by all the parties involved in acceleration programme implementation – i.e. the management team members, mentors, and investors.

CEED Tech used 3 aspects of progress to be considered: team, market, and progress made. Teams were evaluated against professionally relevant criteria such as technical viability and competence, feasibility and sustainability. The same criteria are applied for each batch. First round of the evaluation exclusively focused on written submissions, while the 2nd and 3rd round involved teleconferences and live presentations, in a case when additional information (validation, existing reference base, etc.) had to be incorporated and presented to the evaluation board.

Star participants, i.e. the most promising applications with the highest potential and a sign of a break-through were selected for Stage 2 and for a funding from 30 000 to 250 000 EUR. With the startups that were selected for Stage 2, hubs and ecosystem's teams had a few weeks time to prepare roadmaps for further growth, which indicated milestones, KPIs and activity plan. With the

teams that have received the follow-up on funding, the accelerator has continued with reports and monitoring of the progress of the teams and set a thorough set of additional KPIs.

The rest of the teams, that did not get selected for Stage 2 were, nevertheless, further supported by all ecosystems in the areas of: networking, searching for investors capital, selecting suitable infrastructure to work and other.

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## **FOLLOW-UP**

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In order to successfully transition from the acceleration phase where the teams intensively work with the mentors within the program, a one-month transition period is set-up where the teams work along with the management of the accelerator. The Accelerator was active in this period: doing introductions with investors, building proper relations and assisting on term-sheet negotiations. The management team continued working with the accelerated teams and their mentor and investor fleet after the acceleration programme for additional one month as this is a critical period for the teams to capitalize on acceleration programme. The follow-up has covered the key pillars of the full acceleration programme:

**Team location:** teams were supported in choosing the next location to work. Some of the hubs have managed to get a space in the business districts of their ecosystems to ensure infrastructure for the participating teams. Some of the teams decided to stay in their current location or their previous offices, while some has chosen to work in a business district's premises.

**Investor follow-up:** Investor contact database was made available for all the teams (and members). The Accelerator has continued to match the teams with venture capital, private equity, and business angels groups and has helped to build proper relationship and communication between the two parties. There have also been new negotiations and leads taking place in the follow-up period.

**Support network:** The Accelerator has continued advising teams on advisory board roles and third parties involvement in a day-to-day management of the teams. This is one of the most crucial points in a follow-up activities as a big part of participating teams need constant advice on this topic. We have appointed an accelerator lead mentor to each team to ensure a follow through. Teams can consult with accelerator staff regarding issues and questions arising through negotiation process with investors. The teams are periodically pinged regarding their activities and challenges. These periodic information exchanges are great opportunities to help the teams and learn about their most pressing needs. In addition, The Accelerator uses a confidential social network group where information (best practice hints) can be shared among the teams.

**Reporting and communication:** The management team of each hub has continued working along with the teams to assist them with reporting, identifying the right place where to relocate and also assist them with strengthening their support network of business advisors and mentors that are relevant for their business. During this one-month transition period the regular structure of weekly meetings also take place.

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## **LONG-TERM FOLLOW-UP**

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In order to help startups with all future investor communication the alumni reporting structure was put in place and it was agreed upon to keep up to date on the progress, challenges and goals of the

portfolio companies. As one of outcomes of the acceleration activities a solid network and alumni group has been set up. All accelerated teams have a benefit to use this network and be a part of the alumni group. All the teams in the network have the opportunity meet each other physically and virtually and share information with each other.

CEED Tech alumni teams of all accelerators were invited to have joint meetings with mentors and investors. This meeting has addressed feedback and information for both investors and the teams. Next to these offline events CEED Tech has offered online groups for the teams to keep track of one and another, ask questions, share knowledge and contacts. To enable the connection between the two calls, Alumni of the Call 1 were invited to become “alumni mentors” to provide useful information and guidance for Call 2 teams. The Accelerator has also encouraged Alumni teams of the Call 1 to share their existing contacts and business network. Alumni give each other meaningful help in installation and in the launch of FIWARE enablers, offer best practices and share info about recommended modes to use the codebase.

We have also started bringing together relevant corporates, public sector and private/industrial actors in order to ensure the sustainability of the developments under the FI-PPP. Accelerator is involved in a number of mid-term local public-private cooperation at the government operated, non-profit and NGO level.

The accelerator hosts a number of external events (meetups), which are a great opportunity to bring alumni together with each other and other entrepreneurs from outside of the accelerator. The official startup day and demo day are also great peak events to bring together close to 100 members of the local ecosystem.

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## **FEEDBACK COLLECTION**

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During the acceleration programme we have collected feedback from the teams and also from the mentors on the individual workshops and sessions. Feedback is continually collected and encouraged from the participants. Besides the compulsory weekly feedback on workshops and presentations, participating teams give direct verbal feedback to lead mentors and staff about the quality of the sessions as well as insights on their expectations regarding the future sessions. Thanks to the weekly review sessions, we are able to pick up on any needs and requests of the startups in terms of their support needs and on the workshops and activities itself, so that we can improve them during the course of the programme. The feedback has also covered issues that the teams might be having internally during the acceleration time and what additional actions should be taken.

Teams have provided a general feedback about the programme and to what extent the teams are satisfied with the program. Feedback is overall very positive, highlighting the huge network of investors and mentors, which seem to be of the highest value from the programme. Nevertheless, several changes have been implemented into the acceleration program based on a final feedback received from the 1st batch teams. As a result, more cooperation with mentors of other accelerators and a retreat were included in the programme.

Also, feedback from mentors was collected, where they were asked opinion about the participating teams, the mentors’ fleet as a whole, and the accelerator – the process, operations and implementation. Mentors are also surveyed about their impression of presenting teams and their

intention to work together with them in the future. Feedback is also additionally collected from the investors on the quality of the teams and also on quality of the Demo Day.

Key actions made during the follow-up activities within the ecosystem:

- Feedback collected from startups, mentors and investors;
- New investor leads and relationships were developed;
- Links between the graduating team and CEED Tech's corporate partners were further developed;
- Support for finding office space was provided.

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## **EXPLOITATION**

The Accelerator is in good position to promote the graduated teams together with key local players (funds, investors, NGOs, non-profit organizations, and other). Teams are promoted based on the specifics of their projects - to corporate partners, mentor groups, angel and professional VC funds to examine their scaling potential in various industry environments. In the current investment and innovation climate graduated teams and accelerator are well positioned to be a reference point. All Consortium partners have started describing key points in the overall CEED Tech Exploitation intentions to elaborate on an Exploitation Plan as part of the D4.2. Report.

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## **SUSTAINABILITY**

During the acceleration process, accelerators continuously focused on supporting the technical and business requirements of the startups to help them on their way to finding their business model. Individual sessions were designed to examine the most pressing issues of the particular startup. This way accelerators gained visibility on the product roadmap that helped them to decide the short term, accelerator phase, strategy and how to setup the long-term goals and aims.

In the short run, all startups benefited from the grant that allowed them to focus on product validation and building as well as on defining sales & marketing strategy of the business. Additionally, with the deep insight into the team, accelerators were able to issue a healthy mix of relevant workshops and mentors designed to help overcoming the biggest challenges and gaps (personnel, knowledge, technical).

For the long run, the follow-up financing supports teams as a bridge financing before they are able to close a deal with a viable investor. Additionally, teams also benefit from continuous support of the accelerators with regular meetups, introductions to angel and VC investors and with opening doors into specific corporations or organizations that might be willing to partner/support the startups. The results are partnerships with large corporations (that usually take longer than 3 months to coordinate and setup) and visibility on premium European VC funds that can invest once the startup is in the right phase. However, the most important thing is the long-term oriented acceleration programmes, helping teams to plan their business and financial strategy, develop and validate their product or service and discover and develop their customers, based on a community they build around themselves. It teaches startups not only to survive on the market, but also to influence the market.

## MAIN RESULTS ACHIEVED

- Cross acceleration activities put in place and implemented
- Three+one months of acceleration implemented for batch 2 startups
- FIWARE programmes carried out for FIWARE package teams
- Follow-up after acceleration program conducted for Batch 1 and set in place for Batch 2 to ensure the market take up of the developed products, services and applications.
- Additional services provided to all participating startups for them to develop innovative and technologically challenging services and applications.
- Weekly and monthly records established
- 46 teams graduated from the acceleration programme in April-May of 2016 (M22-M23 of the project)
- 92 FIWARE enablers were implemented in total by the graduated teams in Batch 2.

## DELIVERABLES SUBMITTED

Deliverable	Date	Description
<b>D4.4.1 Report on the acceleration programmes</b>	M24	Report on the 2 acceleration programmes, including overview of the programmes, participating teams, activities implemented and results of the programmes and teams in terms of applying the FI PPP results in new products and services.
<b>D4.4.2 Report on follow-up activities and exploitation plan</b>	M24	Report on the follow-up activities for the SMEs who have completed the 3-month acceleration programme, activities for achieving longer-term sustainability of the project results, summary of feedback on the programmes from participants, mentors and investors. Additionally CEED ISSUE Exploitation Plan is elaborated outlining the intentions and interest of the Consortium and Complementary Beneficiaries and detailed analyse of all the aspects concerning the potential exploitation and commercialization of the results of the project. The Exploitation Plan will help all interested and enabled partners to approach the exploitation of the results in a more realistic and practical way..

## DEVIATIONS FROM ANNEX I AND THEIR IMPACTS ON OTHER TASKS

No deviations were registered in WP 4

## GANTT FOR P2

			Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Nr	Partner	Description	13	14	15	16	17	18	19	20	21	22	23	24
<b>4</b>	<b>OCC</b>	<b>Acceleration and post-acceleration sustainability</b>												
4.1.	OCC	Acceleration programme preparation and implementation												
4.2.	OCC	Evaluation, follow-up, sustainability of the results												
Milestones WP4			40-50 teams graduate										x	
Deliverables WP4			Report on the acceleration programmes										x	
			Report on follow-up activities and										x	

## USE OF RESOURCES

	Civitta	Yard	DF	Spot	Wise Guys	OCC	SUM P2
<b>WP 4</b>	0,9	7,9	17,4	6,9	12,3	9,4	<b>54,8</b>
<b>Foreseen 24M</b>	2	12	12	13	13	15	<b>67,0</b>
<b>% executed in P2</b>	45,0%	65,8%	145,0%	53,1%	94,6%	62,7%	<b>81,8%</b>

WP 4 has shown to be largely underbudgeted for CEED Tech and most accelerator partners have spent more time in carryin out the full acceleration programs than planned. The staff includes multiple people working full time on the execution of the acceleration programme as well as the follow-up programme, which runs for the alumni teams. Similar results were seen in Period 1.