

Declaration by the scientific representative of the project coordinator

I, as scientific representative of the coordinator of this project and in line with the obligations as stated in Article II.2.3 of the Grant Agreement declare that:

- The attached periodic report represents an accurate description of the work carried out in this project for this reporting period;
- The project (tick as appropriate) ¹:
 - has fully achieved its objectives and technical goals for the period;
 - has achieved most of its objectives and technical goals for the period with relatively minor deviations.
 - has failed to achieve critical objectives and/or is not at all on schedule.
- The public website, if applicable
 - is up to date
 - is not up to date
- To my best knowledge, the financial statements which are being submitted as part of this report are in line with the actual work carried out and are consistent with the report on the resources used for the project (section 3.4) and if applicable with the certificate on financial statement.
- All beneficiaries, in particular non-profit public bodies, secondary and higher education establishments, research organisations and SMEs, have declared to have verified their legal status. Any changes have been reported under section 3.2.3 (Project Management) in accordance with Article II.3.f of the Grant Agreement.

Name of scientific representative of the Coordinator: Mr Riivo Anton

Date: 21/08/2015



For most of the projects, the signature of this declaration could be done directly via the IT reporting tool through an adapted IT mechanism and in that case, no signed paper form needs to be sent

¹ If either of these boxes below is ticked, the report should reflect these and any remedial actions taken.



Periodic Report

Publishable Summary

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

Due date of deliverable: 31/08/2015

Actual Submission date: 21/08/2015

Deliverable Title: Periodic Report, Publishable Summary

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)

Publishable summary

A SUMMARY DESCRIPTION OF THE PROJECT CONTEXT AND THE MAIN OBJECTIVES.

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

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

Each accelerated team will receive initial **seed financing in the form of a grant of between €10,000 and €30,000**. Promising teams will receive **follow-up financing of €30,000 to €250,000**. All seed investments made are co-financed by private angels and venture investors, with proven track records of cooperation with our startups. The development of all applications for CEED accelerators must include **FIWARE enablers** (<http://www.fiware.org/>), as part of a European Program for Internet-enabled innovation.

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

The sub-objectives of the project are:

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

The operative context of CEED Tech is the following:

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

WORK PERFORMED SINCE THE BEGINNING OF THE PROJECT AND THE MAIN RESULTS ACHIEVED SO FAR.

CEED Tech increases the effectiveness of business processes and infrastructures and innovative business models that strengthen the competitive position of European industry. The main outputs in the period M1-M12 of the project are:

- **Execution of the first Open Call** including publishing the open call on both the CEED Tech web page and on the f6s platform. The Open Call process consisted of a careful planning phase during which the open call text and questionnaire were developed and published. The first Open Call was open for application 15 September to 15 December 2014.
- The CEED Tech consortium reached its first milestone. **The Open Call attracted 745 applications and the final application pool included 396 submitted applications.** The goal was to attract 600 – 800 applications.
- **Extensive dissemination activities** were undertaken in order to disseminate the open call and for general awareness raising of CEED Tech. The main mechanism to achieve dissemination results was the organization of and participation in events. The summary of dissemination efforts and results is presented in the following table:

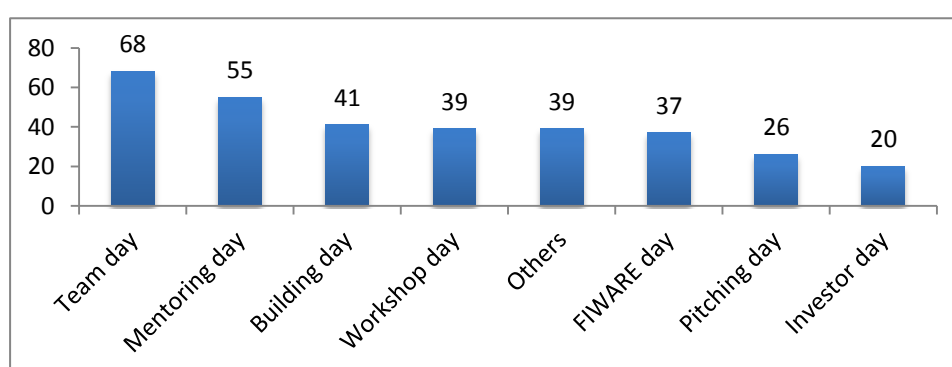
Metric	Objective in DOW	Result
Number of potential startups reached	50 000 +	50 000 +
Number of applications attracted on f6s	600-800	754
Number of applications submitted on f6s		396
Number of countries the application originated from	28	41
Blog/FB posts and media articles	120	323
Organization of events	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

- CEED Tech **advertising materials were created** (logo, presentation, flyers, posters, roll-ups) and the CEED Tech web page launched. CEED Tech logo presented here:



- **Planning and execution of the evaluation and selection of the first batch of startups into CEED Tech acceleration programmes.** The evaluation comprised of 7 rounds involving the acceleration staff, mentors, investors and the FIWARE Coach. The final selection was made after face-to-face meetings with the startups at the Selection Days. **In total 38 teams were selected for the acceleration programme and negotiations finalized with 34 teams.** The result is lower than the planned 40-50 teams due to the lower quality of the applications in some locations and failed negotiation processes in others.

- The legal framework used in delivering the Complementary Grants was developed in this period. Consequently, **34 startups were contracted by the accelerators to develop innovative applications and to utilize FIWARE enablers in the technical development.** All Complementary Grants (up to 30 000 EUR) were co-financed with up to 10 % of private investment; in some cases the sums well exceeded 10 %.
- Planning and execution of the first Acceleration Programme, as well as the beginning of the follow-up phase of the first programme. **The 34 teams were provided with an intense 3+1 month acceleration programme with curriculums following the logic of Build-Shape-Sell.** The full startup ecosystems of the accelerators were engaged and utilized for the benefit of the programme. The following table presents a selection of the various activities undertaken in the accelerators:



- CEED Tech startups reached a number of milestones, including the utilization of FIWARE enablers. **The startups used 25 different enablers in total on 59 occasions (implementations).** 33 teams had an MVP at the end of the programme and were ready to launch their products. It is significant to mention that **the 34 teams have raised 4.3 million EUR in funding excluding CEED Tech funds.** More results 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			

- **Evaluation of the accelerated teams and granting of follow-up financing.** The progress of the teams was monitored throughout the programs with a final evaluation taking place in M12. The teams exhibiting the most progress during the programme and market breakthrough potential were granted follow-up financing. **Sums of 30 000 – 220 000 were granted to 14 teams in M12** (19 teams were selected for follow-up financing in total). The table exhibits the total CGA financing provided by the end of M12.

Partner name	CGAs seed round (EUR)	Number of contracts	CGAs follow-up (EUR)	Number of contracts	Total
Startup Yard	180 000	6	200 000	3	380 000
Digital Factory	162000	6	100 000	1	262 000
The Spot	180000	6	220 000	5	400 000
Wise Guys	243 000	9	70 000	2	313 000
OCC	164 139	7	340 000	3	504 139
TOTAL	929 139	34	930 000	14	1 859 139

EXPECTED FINAL RESULTS AND THEIR POTENTIAL IMPACTS AND USE (INCLUDING SOCIO-ECONOMIC IMPACT AND THE WIDER SOCIETAL IMPLICATIONS OF THE PROJECT SO FAR).

During 24 months CEED Tech project will deliver the following outputs:

- **100 000 SMEs, web entrepreneurs and start-ups** are informed about CEED Tech Open Calls
- Further **200 000 stakeholders** are informed about the FI-PPP and CEED Tech project
- **2 CEED Tech Open Calls** with altogether 1200-1600 applicants (600-800 in each)
- Selection of **80-100 web-entrepreneurs** in total, 40-50 per Call to enter the Acceleration programmes
- Selection of **10-50 web-entrepreneurs** to receive additional Stage 2 funding for further product realization and market break-through
- Seed funding of **€ 10-30 000** for each selected team in First Stage to be used for participation in 3+1 months acceleration programmes and **€ 30 000-250 000** to the most promising teams to continue their product development and market entry in the Second Stage (EC)
- Additional venture funding of **up to 10%** to each of the selected team on top of the EU funding
- **2 x 3+1 month** acceleration programmes in 5 accelerators with 8-10 teams participating in each, follow-up activities with 10-50 selected teams receiving Stage 2 funding
- Up to **80-100 innovative products** and applications developed by the accelerated teams using available FI-PPP infrastructure and technologies under Stage 1 funding and 10-50 selected most promising taken to the next development and market break-through phase under Stage 2 funding.

The core focus of CEED Tech project is to offer new opportunities for high-growth entrepreneurs and SME players to offer new products, services and applications using available FI-PPP infrastructure. These new products will significant increase of the effectiveness of business processes and propose novel approaches to the operation of infrastructures and applications of high economic and/or societal value.

PROJECT PUBLIC WEBSITE ADDRESS

Further information is available on the project website: <http://www.ceedtech.eu/>



Periodic report

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

P1: 01/07/2014–30/06/2015

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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

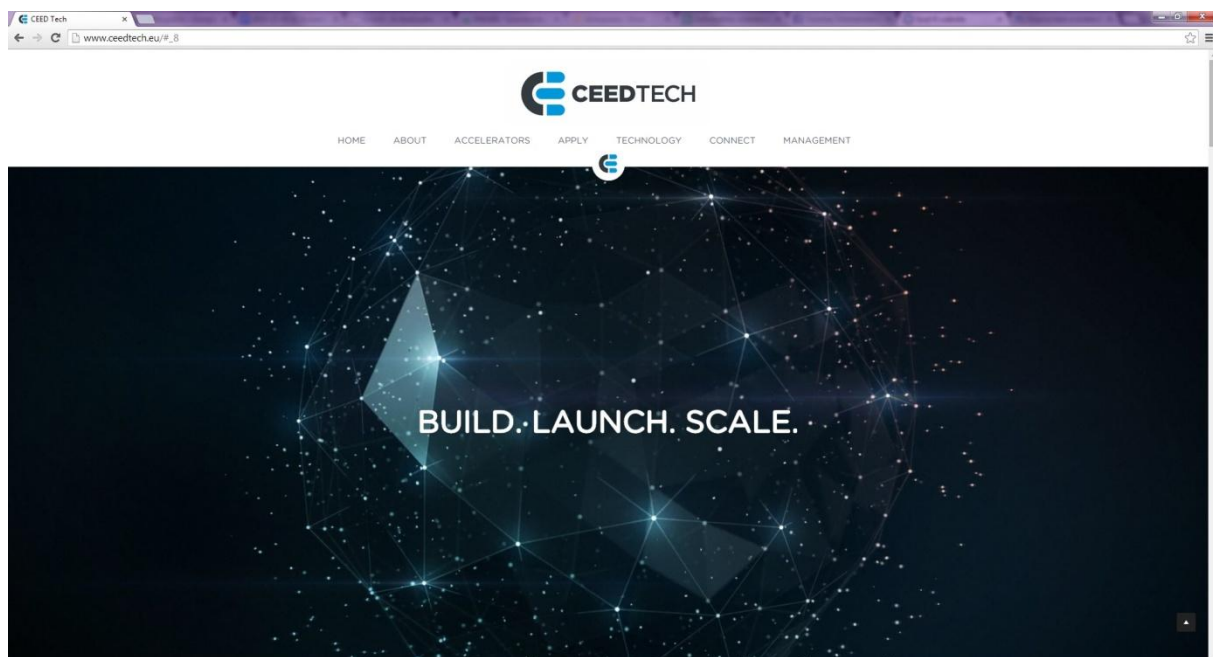
WP 2 ANNEX 2 - CEED Tech presentation

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

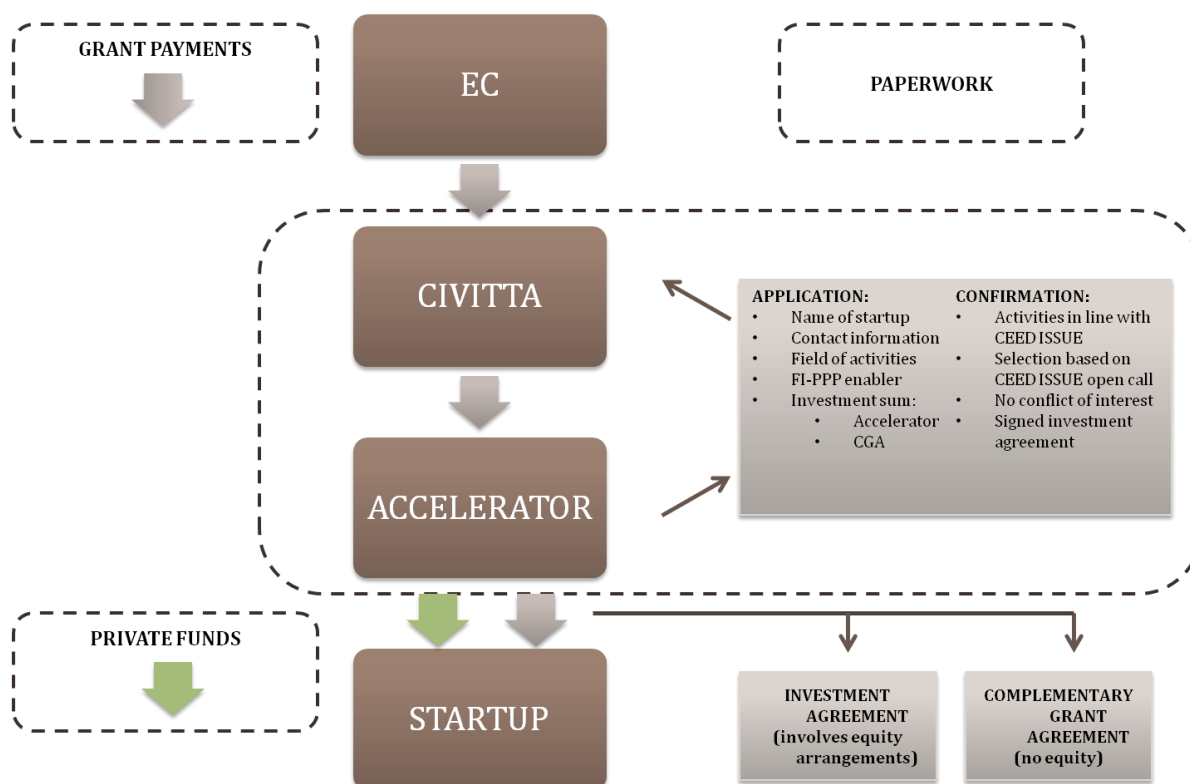
Criteria						
ROUND 2: Team Evaluation of Applications	220	33	59	53	43	32
ROUND 3 - Mentor Evaluation of Applications	162	21	39	53	27	22
ROUND 4 - FIWARE Enablers	141	17	42	40	25	17
ROUND 5 - Skype Call	141	17	42	40	25	17
ROUND 6: Startup Day	79	10	18	25	16	10
ROUND 7: Final Teams Selected	38	7	8	10	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.

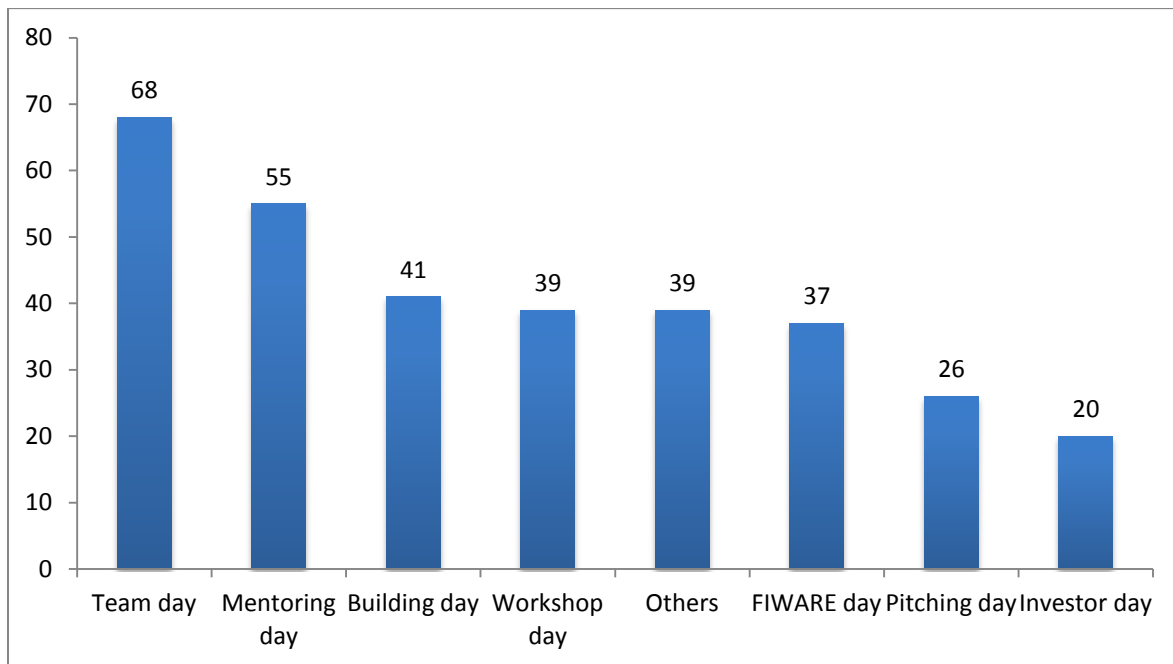
The acceleration program lasted 3 months (Shape, Build, Sell), plus 1 month for follow-up. The accelerators kept track of all their activities weekly and monthly, their detailed record can be found in an attachment of this report (WP 4 Annex 3).

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.



Periodic report

Project Management and List of Deliverables

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

Due date of deliverable: 31/08/2015

Actual Submission date : 21/08/2015

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)

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1 Project management during the period

1.1 Consortium management tasks and achievements;

1.1.1 ADMINISTRATIVE AND FINANCIAL MANAGEMENT

Administrative aspects cover five tasks:

- **Managing the Consortium and Grant Agreement and any changes to them**

Grant Agreement. In M1-M12 the main objective within this task was to conclude the negotiations process with the EC regarding signing the Grant Agreement. Due to prolonged negotiation period, many of the tasks were postponed due to uncertainty and lack of prefunding. The grant agreement was signed in the middle of M2 and funds delivered at the end of M2. Civitta coordinated the process of negotiations as well as signing the agreements.

The consortium agreement was prepared before the official start of the project by Civitta and was finalized in M1. The Agreement was signed by all partners at the Kick-Off meeting in Tallinn on 22 July 2014.

The first Grant Agreement amendment was submitted and it was approved by the EC in M11. The amendment encompassed the change in the reporting periods:

Article 4 of the grant agreement was modified as follows:

- P1: from month 1 to month 12
- [final]: from month [13] to the last month of the project

Modification of Annex I - Description of Work

- Annex I - Description of Work is modified.
- The revised Annex I dated 3 March 2015 replaces any former version.

- **Being a permanent contact point for the Project Officer.**

Civitta is in constant contact with the Project Officer regarding contractual matters, fulfilment of project objectives, submission of deliverables and reaching milestones. The project has received sufficient input from the Project Officer regarding the activities fulfilled in M1-M12. Additionally, the Project Officer has provided CEED Tech with many useful contacts within business consultancy. The Project Officer and Civitta have been in contact via e-mail, telephone and in personal meetings.

- **Organisation of kick-off-, regular and review meetings of the project.**

Kick-off meeting was organized in Tallinn on 22-23 July 2014. The two-day event included a full day of consortium meetings, a networking event with the startup ecosystem and a technology seminar on the second day, followed by another short consortium meeting. The full agenda of the kick-off

meeting as well as pictures are available in the Annex. The objectives reached at the meeting are the following:

- 1) Consortium agreement signed
- 2) Overview of all work packages and the initial work plans
- 3) Reporting requirements in the project introduced
- 4) Status update with the Grant Agreement given and possible scenarios discussed
- 5) Introduction to FIWARE received by all consortium members
- 6) CEED Tech introduced to the start-up ecosystem and to a number of startups

Regular meetings are held every month on the first Thursday of the month at 13 CET. More information is included under internal communication.

Review meeting was held at the beginning of M 14 and is outside the scope of this report.

- **Supervision of the time schedule and timely delivery of the project activities, results, administrative and financial documents, notifying the consortium of due dates.**

and

- **Ensuring the fulfillment of the goals of the project, within the time and budget constraints.**

All partners are responsible for implementing the project activities in a timely manner and work package leaders coordinate the activities falling into their respective WPs. Civitta maintains an overview and main time schedule for the delivery of project results. A number of mechanisms are used to inform the consortium of the timeschedule of the project:

- 1) The project GANTT chart included in the project description, which outlines the distribution of work across the work packages
- 2) The timetable for deliverables and milestones agreed with the Grant Agreement
- 3) The project specific Action Plan, which includes task both from the Grant Agreement as well as resulting from internal meetings or the needs of the project. This is maintained in Google Drive and updated accordingly. Notifications are sent to the consortium regarding these deadlines.
- 4) Project meetings serve as a vehicle for agreeing on action points (with deadlines) as well as reviewing the action points.
- 5) Finally, e-mails are used to notify the consortium members of the timeline.

In order to keep the project on the time schedule both in terms of reaching the goals as well as on budget then internal reporting was introduced after every 6 months of the project. All partners give an overview of the work achieved through the work packages and the resources used to achieve that.

The financial aspects cover 4 tasks

- **Administration of the Community contribution**

Civitta is responsible for allocating the Community contribution between contractors, Complementary Grant Agreements and activities in accordance with the contract and the decisions

taken by the consortium. Civitta ensures that all the appropriate payments are made to contractors and beneficiaries of the Complementary Grant Agreements without unjustified delay.

- **Keeping accounts making it possible to determine at any time what portion of the Community funds has been paid to each contractor for the purposes of the project.**

and

- **Informing the Commission of the distribution of the funds and the date of transfers to the contractors.**

In P1 the following payments were made from the Community's contribution:

Partner name	First tranche of the community's contribution (EUR)	Date	Second tranche of the community's contribution (EUR)	Date
Civitta	44330	29.09.2014	44 330	9.12.2014
Startup Yard	53796	29.09.2014	53 795	9.12.2014
Digital Factory	58350	1.10.2014	58 349	11.12.2014
The Spot	56172	29.09.2014	56 171	11.12.2014
Wise Guys	58812	29.09.2014	58 811	9.12.2014
OCC	58526	29.09.2014	58 525	9.12.2014
TOTAL	329 986		329 981	

The pre-financing was distributed in two equal tranches to all partners as was agreed in the Consortium Agreement.

Furthermore, in M1-M12 Community's contribution was distributed to 34 startups as seed financing with 14 startups receiving follow-up funding (in total 19 startups have received follow-up financing at the date of submission of this report). The total amounts per accelerator are featured in this table. The full list of startups is presented under WP 3. All accelerators have 1 000 000 EUR as grant budgets. Since most accelerators did not accelerate 8-10 teams then they also spent less of their grant budget (up to 40 %). OCC has chosen to allocate exactly 50 % of the grant budget to the first batch of startups. In total CEED Tech spent 37 % of the total grant budget of 5 000 000 EUR during M1-M12.

Partner name	Payment sum	Number of contracts	Grants follow-up finished	Number of contracts	Total	% of total grant budget
Startup Yard	180 000	6	200 000	3	380 000	38%
Digital Factory	162000	6	100 000	1	262 000	26%
The Spot	180000	6	220 000	5	400 000	40%
Wise Guys	243 000	9	70 000	2	313 000	31%
OCC	164 139	7	340 000	3	504 139	50%
TOTAL	929 139	34	930 000	14	1 859 139	37%

- **Coordinating the preparation of financial reports.**

The financial report is submitted to the EC with the mid-term report.

Legal aspects

Civitta manages the legal obligations of the project towards the Commission. The project will have 2 reporting periods, months 1-12 and months 13-24. There will be 3 Coordination Meetings held in M1, around M12-15 and M24. The project will have two Reviews at around Month 12-15 and at the end M24, co-organised with the Coordination meetings.

The first Coordination Meeting was held in M1 as the Kick-Off Meeting of the project. Reviews will be submitted according to schedule and the respective meetings organized as such.

1.1.2 INTERNAL COMMUNICATION

The objective is to maintain a high level of communication within the consortium.

To ensure optimal communication for information exchange and information centralisation, all project related documents are stored and shared via a dedicated Google Drive folder where all partners have access to. The Drive folder was set up in Period 1 and will remain operational throughout the programme and afterwards. Google Drive was chosen because of the possibility to simultaneously work on documents and to track the changes that have been made. The choice has justified itself as it has been simple to make progress on deliverables via Skype and using Drive as the means of work.

The main mechanism for information exchanges is the monthly meeting. At the beginning of every meeting each of the partners provides an overview of the work accomplished since the last meeting. All partners are free to include agenda items so as to cover all possible challenges that are faced. Additional meetings are called to accomplish specific tasks and e-mail exchanges are frequent. Partners are fully informed about the project status, planning and all other important issues. Meeting minutes are taken by Civitta and distributed promptly to all partners. Minutes are stored on Google Drive, which allows for easy commenting and editing by partners with automatic tracking

Regular phone conferences or virtual meetings were made with the WP Leaders to maintain the follow-up of the project progress. The frequency of these meetings depended on the tasks and cooperation needed at specific times.

On overall, Civitta provided guidance for administrative and technical tasks to partners at individual level or made general communication to the consortium, when needed.

1.1.3 COORDINATION OF THE ACTIVITIES OF ADVISORY BOARD

M1-M12 was utilized to compose the Advisory Board and run consultations with its members. Civitta composed a memo for all potential Advisory Board members describing the project and the input expected from the Board members. All project partners circulated the memo and were asked to nominate an Advisory Board member from within their startup ecosystem in order to increase the leverage and expertise of the Board. Four partners used the opportunity to nominate members and 2 additional members were involved through the FI-PPP network – Ilkka Lakaniemi and Federico

Travella. The CEED tech Advisory Board composes of 6 members covering different expertise fields bringing added value to the project:

Name	Company / Organization	FI-PPP relation
Ilkka Lakaniemi	Aalto University	Programme Chairman
Amit Paunikar	Mediastudio	
Mari Vavulski	Estonian Development Fund	
Kenneth Ryan	KPMG	
Herty Tammo	Estonia Startup leaders Club	
Federico Travella	Former MD Rocket Internet; Lamido	FI-PPP adviser

The Advisory Board has been consulted at varying intervals throughout the project and they have provided invaluable input into project activities in the form of contact exchanges, access to stakeholders within the FIWARE community, feedback on the open call questionnaire, feedback on the evaluation procedure, engagement with potential startups, dissemination of the open call and much more. An incomprehensive list of activities is presented in the table below:

Ilkka Lakaniemi	Amit Paunikar	Mari Vavulski	Kenneth Ryan	Herty Tammo	Federico Travella
Net Futures conference - consultation on FIWARE sustainability	Discussed the curriculum	Providing rooms and assistance on organizing events	Mentoring for teams	Participation in selection days	Consultations at face-to-face meetings
Winter university in Helsinki - development of FIWARE community	Helped to identify and invite new mentors	Distributing the open call and project information within the eEcosystem	Admission of 3 teams into the KPMG startup studio	Participation in Demo days	Regular e-mail correspondence
2 Skype calls regarding FI-PPP matters	Regular mentoring during the program (monthly)	Consultation on EC related questions	Participation on the Demo Day	Preparatory work with teams on the investor panel before the Demo Day	Skype calls on a number of matters (incl evaluation procedure and selection of startups)
	Helped teams to prepare product strategy		Jury member in the startup selection day	Consultation on startup funding - ude of tranching for example	Visit to Startup Wise Guys during startup selection days
	Participated at events - Demo Day, Unconference, Mentors' Symposium		Helped validate Kickresume's product in the KPMG HR section	Mentor to all teams	

No face-to-face meetings were organized because the partners considered that there were not sufficient cross-project tasks where input was needed. The level of engagement with the Advisory Board has varied as they have been consulted on a needs only basis.

1.2 Problems which have occurred and how they were solved or envisaged solutions;

One problem was encountered within project administration, which also affected the financial and legal aspects – the delay with the negotiations of the Grant Agreement. The delay resulted mainly from the failure of the validation process of StartupYard as an SME. The Grant Agreement was signed 1,5 months after the official project start and pre financing was delivered to all partners at the end of September (M3 of the project).

The delay in signing the Grant Agreement and the resulting financing delay put and additional administrative pressure on the whole project and activities in the work packages were delayed in part due to this. However, most tasks were completed on time and the operative goals were achieved. Delays concerned mostly reporting.

1.3 Changes in the consortium, if any;

No changes were made in the consortium in M1-M12.

1.4 List of project meetings, dates and venues;

All project coordination meetings are listed in the table below. The consortium held one face-to-face meeting at the beginning of the project and decided to coordinate their activities on a monthly basis via Skype. Additional meetings have been held on an ad hoc basis and have been called by specific partners according to specific coordination needs. Minutes are taken at all monthly meetings and stored in Google Drive.

Meeting objective	Meeting Place	Meeting date	Participating partners
M1 Kick-off meeting	Tallinn	22-23 July 2014	Civitta, Yard, DF, Spot, SWG, OCC
Coordination of GA	Skype	28 July 2014	Civitta, Yard, DF, Spot, SWG, OCC
Monthly meeting	Skype	7 August 2014	Civitta, Yard, DF, Spot, SWG
Monthly meeting	Skype	4 September 2014	Civitta, Yard, DF, Spot, SWG, OCC
Meeting on marketing	Skype	8 September 2014	Civitta, Yard, DF, Spot, SWG
Monthly meeting	Skype	2 October 2014	Civitta, Yard, DF, Spot, OCC
Monthly meeting	Skype	6 November 2014	Civitta, Yard, DF, SWG
Monthly meeting	Skype	4 December 2014	Civitta, Yard, DF, Spot, SWG, OCC
Meeting with FIWARE coach	Skype	19 December 2014	Civitta, Yard, DF, Spot, SWG, OCC
Monthly meeting	Skype	8 January 2015	Civitta, Yard, DF, Spot, SWG, OCC
Monthly meeting	Skype	5 February 2015	Civitta, DF, Spot, SWG, OCC
Meeting on FIWARE Evaluation	Skype	9 February 2015	Civitta, Yard
Monthly meeting	Skype	5 March 2015	Civitta, Yard, DF, Spot, SWG, OCC
Meeting on FIWARE	Skype	24 March 2015	Civitta, Yard, DF, Spot, SWG
Monthly meeting	Skype	2 April 2015	Civitta, Yard, Spot, SWG, OCC
Monthly meeting	Skype	7 May 2015	Civitta, Yard, DF, Spot, SWG
Meeting on follow-up investment	Skype	18 May 2015	Civitta, Yard, DF, Spot, SWG
Monthly meeting	Skype	9 June 2015	Civitta, Yard, DF, Spot, SWG, OCC
Meeting on technical review report	Skype	22 June 2015	Civitta, DF, Spot, SWG

1.5 Project planning and status;

The progress of the project activities in M6 is presented in the GANTT below:

- vertical redline represents the final of the period covered by this report (M12)
- the green boxes indicate the deliverables submitted and milestones reached in time as planned in the DoW
- the yellow boxes indicate the deliverables submitted with small delay from the original deadline:
 - deliverable D2.1 Dissemination Plan submitted in October 2014 (M4), instead of August 2014 (M2)
 - deliverable D3.1 Detailed conditions for the financial support, evaluation and selection criteria submitted In November 2014 (M5), instead of October 2014 (M4)
- the red boxes represent the deliverables planned for the next reporting period.

1.6 Impact of possible deviations from the planned milestones and deliverables, if any;

The project is on track with respect to all major objectives.

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.

D3.1 Detailed conditions for the financial support, evaluation and selection criteria were to be submitted in October, but were sent in the middle of November. The consortium held thorough negotiations on the exact form of the evaluation process, which took longer than expected. Since the actual evaluation process started in December then project outcomes were in no way affected by a somewhat later delivery.

1.7 Any changes to the legal status of any of the beneficiaries, in particular non-profit public bodies, secondary and higher education establishments, research organisations and SMEs;

No changes to the legal status of the beneficiaries has taken place.

1.8 Development of the Project website, if applicable;

The development of the project website falls under WP 2 and is coordinated by the work package leader – Startup Wise Guys. The project website was created in M2 of the project and launched before the open call. The website includes the necessary information about the project with links to all partners' websites. More information about the website is included in chapter 1.2 Work Performed in P1 and under WP2.

2 Use of resources

Use of Resources in P1 (M1-M12) is described in the table below:

	Civitta	Yard	DF	Spot	Wise Guys	OCC	SUM 12M	Foreseen 24 M	%
WP1	5,6	0,9	0,4	0,5	1,4	0,5	9,2	14,0	65,9%
WP2	4,1	6,3	4,3	4,5	9,5	5,1	33,7	45,0	74,8%
WP3	3,4	10,7	2,9	3,8	4,2	1,5	26,5	48,0	55,3%
WP4	0,4	12,6	7,8	5,8	14,6	5,0	46,2	67,0	69,0%
SUM 12M	13,5	30,5	15,4	14,6	29,7	12,0	115,7	174,0	66,5%
Foreseen 24M	22,0	29,0	31,0	31,0	34,0	27,0			

The consortium as a whole has spent 66,5% more person months on the project, which is largely due to the larger number of hours spent working on the project by Startup Yard and Startup Wise Guys.

Both partners have expanded their team in the accelerators. Moreover, a larger number of person months was spent on coordinating the respective work packages – WP 3 for Startup Yard and WP 2 for Startup Wise Guys. Civitta has spent more person hours working on WP 2 due to a larger amount of activities within the FI-PPP network. All partners have spent on average a little bit more on WP 2 – dissemination and some partners on WP 1 –administration.

Most of the deviations are in line with the project – it was necessary to coordinate among 5 different accelerators, to develop CEED Tech specific materials, guidelines and processes. Most of the executed work can be utilized in the second period. However, work load in P2 will also include incorporating lessons learned from the first period and changes introduced according to the technical review (2 different packages offered to applicants).

It is foreseen however that more work in terms of person months will be executed within 24 months of the project due to a larger workload necessary in full business acceleration programmes.

CEED Tech Use of Resources (finances)

Civitta

Work Package	Item description	Amount in EUR	Explanation	Free text
WP 1	Personnel costs	17104	248 MH partner (Mr Anton) * 29,52 Euros (brut Salary) + 605 MH senior consultant (Ms Gutmann) * 16,17 Euros (brut Salary) In total 5,6 PM	EXPLANATION. Civitta has spent a total of 5,6 PM on WP 1, which is approximately 1PM more than budgeted. The difference is due to the large workload at the start of the project (prolonged negotiations regarding the Grant Agreement) as well as general higher workload the start of the project.
	Other Direct Costs	1215	TRAVEL 25-26. 05.2015 Attendance in technical review meeting (Mr Anton and Ms Gutmann) in Brussels. Incl flight tickets, local travel costs (train, taxi, etc), per diem, accommodation)	As foreseen in DoW
	Other Direct Costs	961	Organization of the Kick-off meeting of CEED Tech (22-23. July in Tallinn, Estonia) Incl rent of rooms, coffee breaks, catering for lunch	As foreseen in DoW
	Other Direct Costs	1631	n/a	
WP 2	Personnel costs	14271	318 MH partner * 29,52 Euros (brut Salary) + 302 MH senior consultant * 16,17 Euros (brut Salary) In total 4,1 PM	Civitta has used more person months (4 PM foreseen) in WP 2 due to 2 reasons: 1) more activities with the FI-PPP network have been carried out than was foreseen during project preparation (A16 meetings and FIWARE events) 2) More involvement of Civitta in the dissemination activities (organisation of event and participation in conferences)
	Other Direct Costs	1568	TRAVEL 16-18.09.2014 Tallinn-Munich Ms Gutmann and Mr Anton European Conference on the Future of Internet. Dissemination of the CEED Tech open call and coordination with other accelerators (Incl flight tickets, conference tickets, per diem, on-site travel costs (taxi, metro etc), accommodation)	As foreseen in Task 2.4 and 2.5

		1261	TRAVEL 17-19.11.2014 Tallinn - Helsinki Ms Gutmann and Mr Anton Startup Conference Slush and 13th EBAN Winter University Conference 2014. Dissemination of CEED Tech open call and coordination with the startup ecosystem (Incl boat tickets, conference tickets, per diem, on-site travel costs (taxi, parking, bus), accommodation)	As foreseen in Task 2.4 and 2.5
		974	TRAVEL 25-26. 03.2015 Tallinn - Brussels Ms Gutmann and Mr Anton Net Futures Conference in Brussels. Presentation of CEED Tech within the FIWARE accelerator project as well as meetings with the PO and relevant officials (incl flight tickets, on-site transportation, per diem, accommodation, conference tickets)	As foreseen in Task 2.4 and 2.5
		673	TRAVEL 26.-29.11.2014 Tallinn - Coimbra Ms Gutmann "4th Workshop of the FIWARE Accelerators" Coordination meeting with all A16 accelerators and the European Commission (Incl flight tickets, on-site transportation, accommodation, per diem, travel insurance)	As foreseen in Task 2.4 and 2.5
		1986	n/a	
WP 3	Personnel costs	11792	251 MH partner * 29,52 Euros (brut Salary) + 271 MH senior consultant * 16,17 Euros (brut Salary) In total 3,4 PM	As per DoW
	Subcontracting	929139	Complementary grant Agreements signed within the framework of Task 3.3. 34 contracts signed in total for stage 1 financing in the sum of 10 000 - 30 000 EUR. Full list of companies and the individual contracted amounts are listed in the project Progress Report	As foreseen in Task 3.3
	Subcontracting	930000	Complementary grant Agreements signed within the framework of Task 3.3. 14 contracts signed in total for stage 2 financing in the sum of 30 000 - 250 000 EUR. Full list of companies and the individual contracted amounts are listed in the project Progress Report	As foreseen in Task 3.3
WP 4	Personnel costs	1462	32 MH partner * 29,52 Euros (brut Salary) + 32 MH senior consultant * 16,17 Euros (brut Salary) In total 0,4 PM	As per DoW
WP 3/4	Other Direct Costs	1334	n/a	

Indirect Costs	33737
TOTAL COSTS	1949108

Startup Yard

Work Package	Item description	Amount in EUR	Explanation	Free text
WP 1	Personnel Costs	2506	37 MH managing director * 19.8 EUR (brut Salary) + 115 MH project manager * 15,40 EUR (brut Salary) In total 0.9 PM	Deviation from foreseen hours due to higher load of managerial issues that were under-budgeted
	Other Direct Costs	834	21.7.2014-23.7.2014 Berlin – Tallinn Nikola Rafaj CEED Tech Kick-off Meeting	As foreseen in DoW
WP 2	Personnel Costs	17702	555 MH managing director * 19.8 EUR (brut Salary) + 320 MH community manager * 12,10 EUR (brut Salary) + 185 MH project manager * 15,40 EUR (brut Salary) In total 6.3 PM	We overspent WP2 in terms of PM. We recognized a little knowledge of FIWARE and acceleration in some countries and thus paid more attention to dissemination - traveled to events, meet more startups and mentors, started blogging. At the end we quadrupled the number of applications (compared to the previous StartupYard's call).
	Subcontracting	442	Hosting of CEED Tech pages	Task 2.3 Launch and maintenance of project website - hosting
	Other Direct Costs	1221	16.11.2014-19.11.2014 Prague-Helsinki Lloyd Waldo Task 2.4 Coordination of the activities with the startup ecosystem (general awareness raising, networking, meeting startups, SLUSH Conference) and Task 2.5. Dissemination of the Open Calls and general awareness raising	As foreseen in DoW
	Other Direct Costs	139	19.11.2014-21.11.2014 Helsinki - Bucharest - Prague Lloyd Waldo Task 2.4 Coordination of the activities with the startup ecosystem (general awareness raising, networking, meeting startups, HOW TO WEB Conference) and Task 2.5. Dissemination of the Open Calls and general awareness raising	As foreseen in DoW

Other Direct Costs	365	1.3.2015-5.3.2015 Barcelona Lloyd Waldo Task 2.4 Coordination of the activities with the startup ecosystem (general awareness raising, networking, meeting startups - World Mobile Congress 2015) and Task 2.5. Dissemination of the Open Calls and general awareness raising	As foreseen in DoW
Other Direct Costs	276	15.3.-18.3.2015 Germany Lloyd Waldo Task 2.4 Coordination of the activities with the startup ecosystem (general awareness raising, networking, meeting startups - CEBIT2015) and Task 2.5. Dissemination of the Open Calls and general awareness raising	As foreseen in DoW
Other Direct Costs	521	21/04/2015 Prague - Paris Lloyd Waldo Task 2.4 Coordination of the activities with the startup ecosystem (general awareness raising, networking, meeting startups - NOMA Conference) and Task 2.5. Dissemination of the Open Calls and general awareness raising	As foreseen in DoW
Other Direct Costs	162	1/12/2014 conference, European Accelerator summit, France Lloyd Waldo Task 2.4 Coordination of the activities with the startup ecosystem (general awareness raising, networking, meeting startups - European Accelerator Summit) and Task 2.5. Dissemination of the Open Calls and general awareness raising	As foreseen in DoW
Other Direct Costs	371	March - May 2015 Prague - Sofia, Prague - Barcelona Lloyd Waldo Task 2.4 Coordination of the activities with the startup ecosystem (general awareness raising, networking, meeting startups - 4yfn Conference, Bulgaria Web Summit) and Task 2.5. Dissemination of the Open Calls and general awareness raising	As foreseen in DoW
Other Direct Costs	678	9.12.2014-12.12.2014 Prague - Paris Lloyd Waldo Task 2.4 Coordination of the activities with the startup ecosystem (general awareness raising, networking, meeting startups, LE WEB conference) and Task 2.5. Dissemination of the Open Calls and general awareness raising	As foreseen in DoW

	Other Direct Costs	531	13.11.2014, 30.11.2014, 15.12.2014 Prague - Helsinki, Prague Hamburg, Prague - Paris Task 2.4 Coordination of the activities with the startup ecosystem (general awareness raising, networking, meeting startup - Le Web, How to Web Conferences) and Task 2.5. Dissemination of the Open Calls and general awareness raising	As foreseen in DoW
	Other Direct Costs	2133	n/a	
WP 3	Personnel Costs	21636	92 MH managing director * 19.8 EUR (brut Salary) + 530 MH community manager * 12,10 EUR (brut Salary) + 355 MH project manager * 15,40 EUR (brut Salary) + 335 MH project assistant * 6,0 EUR (brut Salary) In total 10.7 PM	We overspent WP3 in terms of PM. As the leader of WP3 we underestimated the effort to coordinate the consortium of 5 accelerators. We overspent time on works of the evaluation procedure and mainly the coordination during the evaluation - especially to pass all rejected teams by first-choice accelerator to the other members of the consortium and keep the schedule. We suppose this experience helps the consortium to go through the second call smoothly.
	Other Direct Costs	1476	n/a	
WP 4	Personnel Costs	33086	673 MH managing director * 19.8 EUR (brut Salary) + 273 MH community manager * 12,10 EUR (brut Salary) + 506 MH project manager * 15,40 EUR (brut Salary) + 672 MH project assistant * 6,0 EUR (brut Salary) In total 12.6 PM	We overspent WP4 in terms of PM. After StartupYard's previous cohort we decided to hire and engage more professionals who can help our teams on-site during the acceleration program. This required more project management and coordination of the curriculum and schedule. A designer, Executive-in-residence, pitch coach, UX engineer, lawyer and other people met the teams often to discuss their product and help them exceed the plan. We want to hold it same way in the 2nd call
	Subcontracting	535	UX workshop by Fiodor Tonti, Task 4.1. Acceleration programme preparation and implementation	subcontracting of mentors as foreseen in DoW
	Subcontracting	184	Pitch workshop by Eva Malkova, Task 4.1. Acceleration programme preparation and implementation	subcontracting of mentors as foreseen in DoW

Subcontracting	2505	Financial mentoring and on-site consultancy to accelerated teams by Petr Krajicek, Task 4.1. Acceleration programme preparation and implementation	subcontracting of mentors as foreseen in DoW
Subcontracting	1638	Legal consultancy for accelerated teams by Tomas Nielsen, Task 4.1. Acceleration programme preparation and implementation	subcontracting of mentors as foreseen in DoW
Subcontracting	366	UI workshop by Fiodor Tonti, Task 4.1. Acceleration programme preparation and implementation	subcontracting of mentors as foreseen in DoW
Other Direct Costs	9100	March - June 2015, 12 workshops (UI/UX, Growth Hacking, E-mail, Sales, Financials, Copywriting, PR, Investments) during 13-week acceleration program and Demo Day on 28/05/2015 Task 4.1: Acceleration events organisation - organisation, logistics, speakers, and catering	As foreseen in DoW
Other Direct Costs	4823	n/a	
Indirect Costs	19511		
TOTAL COSTS	122741		

Digital Factory

Work Package	Item description	Amount in EUR	Explanation	Free text
WP 1	Personnel Costs	558	46 MH / 0.29 PM Project Manager - 12.13 EUR (brut salary)	
	Personnel Costs	337	12 MH / 0.07 PM In-House Consultant - 28.04 EUR (fee)	
	Other Direct Costs	777	Travel to consortium meetings: 21.7.2014-23.7.2014 - Budapest - Tallin - Szabolcs Valner, CEED Tech project kick-off meeting	As foreseen in DoW under Task 1.2. Internal communication
	Other Direct Costs	114	n/a	
WP 2	Personnel Costs	5317	438 MH / 2.79 PM Program Manager - 12.13 EUR / hour (brut salary)	
	Personnel Costs	7354	262 MH / 1.47 PM In-House Consultant - 28.04 EUR / hour (fee)	

	Other Direct Costs	892	Travel to dissemination events: 2014.09.16 - 2014.09.18 - Budapest - Tel Aviv - Sabie Valner, DLD Tel Aviv innovation festival - DF and CEED Tech marketing & networking	As foreseen in DoW under Task 2.5: Dissemination of the Open Calls and general awareness raising
	Other Direct Costs	738	Organization of dissemination events: FIWARE Open Day co-organized with National Innovation Office. Cost includes event organization services from a third party - marketing / registration / room rental / hostesses. Open Day - CEED Tech and FIWARE technologies presented to 100+ startups.	As foreseen in DoW under Task 2.5: Dissemination of the Open Calls and general awareness raising
	Other Direct Costs	1468	n/a	
WP 3	Personnel Costs	3496	288 MH / 1.83 PM Program Manager - 12.13 EUR / hour (brut salary)	
	Personnel Costs	5445	194 MH / 1.1 PM In-House Consultant - 28.04 / hour (fee)	
	Subcontracting	570	Moto24.hu Kft - Erik Csupor, Evaluation of applicants: - Skype Interviews - Startup Day, Independent / external evaluator for evaluation of applicants to the program	As foreseen in DoW under Task 3.2. Evaluation and selection of the teams to be accelerated
	Subcontracting	590	Herczku és Tsa Bt - György Herczku, Evaluation of applicants: - Skype Interviews - Startup Day, Independent / external evaluator for evaluation of applicants to the program	As foreseen in DoW under Task 3.2. Evaluation and selection of the teams to be accelerated
	Subcontracting	462	Café Open Kft - Tamás Terray, Evaluation of applicants: - Evaluation of application form - Skype Interviews , Independent / external evaluator for evaluation of applicants to the program	As foreseen in DoW under Task 3.2. Evaluation and selection of the teams to be accelerated
	Subcontracting	840	N-Linenet Kft - Kristof Bardos, Evaluation of applicants: - Evaluation of application form - Skype Interviews - Startup Day, Independent / external evaluator for evaluation of applicants to the program	As foreseen in DoW under Task 3.2. Evaluation and selection of the teams to be accelerated
	Subcontracting	300	Eldacon Kft - Szabolcs Farkas, Evaluation of applicants: - Evaluation of application form, Independent / external evaluator for evaluation of applicants to the program	As foreseen in DoW under Task 3.2. Evaluation and selection of the teams to be accelerated
	Subcontracting	428	Arensen Kft - Ferenc Szalai, Evaluation of applicants: - Startup Day, Independent / external evaluator for evaluation of applicants to the program	As foreseen in DoW under Task 3.2. Evaluation and selection of the teams to be accelerated

WP 4	Personnel Costs	8644	712 MH / 4.54 PM Program Manager - 12.13 EUR / hour (brut salary)	WP 4 We have spent more PM on this WP (4) than we have foreseen since we have needed one full time FTE for the acceleration program organization and also an in-house consultant got actively involved in the organization of the events and mentoring with our teams.
	Personnel Costs	466	68 MH / 0.43 PM Program Manager Assistant - 6.85 EUR / hour (brut salary)	
	Personnel Costs	13978	498 MH / 2.86 PM In-House Consultant - 28.04 EUR / hour (fee)	
	Subcontracting	1591	ISEQ Kft., Presenter at HR workshop, consulting, Workshop for teams	As foreseen in DoW under Task 4.1. Acceleration programme preparation and implementation
	Subcontracting	257	Arensen Kft - Ferenc Szalai, Presenter at FIWARE Workshop, consulting, Workshop for teams	As foreseen in DoW under Task 4.1. Acceleration programme preparation and implementation
	Subcontracting	700	Agile Tech Marketing - David Booth, Presenter at sales workshop, consulting, Workshop for teams	As foreseen in DoW under Task 4.1. Acceleration programme preparation and implementation
	Subcontracting	1909	Civilszervezetekért Kft - Timea Szabo, Presenter at accounting workshop, consulting, Workshop for teams	As foreseen in DoW under Task 4.1. Acceleration programme preparation and implementation
	Subcontracting	1273	Dramateka Bt , Presenter at team building, consulting, Workshop for teams	As foreseen in DoW under Task 4.1. Acceleration programme preparation and implementation
	Other Direct Costs	1909	Rental of audio/video equipment (projector, speakers, mics, mixer for workshops, camera for taking photos). A/V equipment used for presentations and activities in our acceleration program as foreseen in DoW under Task 4.1. Acceleration programme preparation and implementation. Events includes team days, workshop days, pitch training days, sales training days, etc.	As foreseen in DoW under Task 4.1. Acceleration programme preparation and implementation.
WP 3/ 4	Other Direct Costs	3444	n/a	Reason for major deviation in WP3: we did not asked foreign evaluators to participate in the evaluation process, hence we did not have to pay for travel. Reason for major deviation in WP4: we only had 1 foreign presenter at workshops, hence, we did not spend on travel for mentors (6000 budgeted). Also we had to spend less on program related expenses (2000 eur out of 7000) in this program.

Indirect Costs	32961
TOTAL COSTS	96818

The Spot				
Work Package	Item description	Amount in EUR	Explanation	Free text
WP 1	Personnel Costs	2621	Tasks 1.1; 1.2; 1.3 Program director 79 MH/33,18 EUR HR; in total 0,73 PM	
	Other Direct Costs	721	WP1 - travel costs (including airline ticket, hotel, local transport, per diems) 21.7.2014 - 23.7.2014 Ivan Debnar - Tallinn - kick-off meeting	as foreseen in DOW
WP 2	Personnel Costs	2506	Tasks 2.1; 2.2; 2.3 Program director 32 MH/33,18 EUR HR; program coordinator 60 MH/15,75 EUR HR; program assistant 40 MH/12,50 HR in total 0,81 PM	
	Personnel Costs	12758	Tasks 2.4; 2.5 Program director 200 MH/ 33,18 EUR HR; program coordinator 337 MH/15,75 EUR HR; program assistant 65 MH/12,5 EUR HR; in total 3,69 PM	
	Other Direct Costs	1448	task 2.2. - Development of project advertising material - advertising material costs (posters, leaflets, roll-ups etc)	as foreseen in DOW
	Other Direct Costs	1630	task 2.5.Dissemination of the Open call and general awareness - Travel costs (accommodation, entry fee, airline tickets): 26.11 - 26.11 2014 Vladimira Briestenska, Innsbruck Austria, Future Internet EC (scouting of the teams, ecosystem networking; 2.11.-6.11. 2014 Ivan Debnar (chairman) Dublin Web summit (teams scouting, ecosystem networking)	overspent due to higher costs of conferences compensated by lower traveling costs in WP4
	Other Direct Costs	687	task 2.5.Dissemination of the Open Calls and general awareness rising - catering costs (Info Day, Kick off Day, Booster day - events)	as foreseen in DOW
	Other Direct Costs	2289	n/a	
WP 3	Personnel Costs	2322	Task 3.1. Program director 70 MH/33,19 EUR HR in total 0,43 PM	as foreseen in DOW

	Personnel Costs	7971	Task 3.2. Program director 150 MH/33,18 EUR HR; project coordinator 190 MH/15,75 EUR; in total 2,09 PM	as foreseen in DOW
	Personnel Costs	6564	Task 3.3. Program director 195 MH/33,18 EUR HR; intern 21 MH/4,5 EUR HR in total 1,33 PM	as foreseen in DOW
	Subcontracting	1266	task 3.2. Evaluation and selection of the teams to be included - evaluating mentors subcontracted Tomas Vysny and Can Ertugrul	
WP 4	Personnel Costs	21533	Task 4.1. Program director 416 MH/33,18 EUR HR; program coordinator 451 MH/15,75 EUR HR; program assistant 50 MH/12,5 EUR HR; in total 5,62 PM	as foreseen in DOW
	Personnel Costs	1800	Task 4.2. Program director 40 MH/33,18 EUR HR; program coordinator 30 MH/15,75 EUR HR - in total 0,43 PM in total	as foreseen in DOW
	Subcontracting	13500	task 4.2. Acceleration program preparation and implementation (the mentors subcontracted - Matej Ftacnik; Tomas Kulich, Tomas Vysny, Gabor Papp)	overspent by 7,5 KEUR - at the time of the Budget preparation the fees of lead mentors and other mentors were not defined in details and were not negotiated; the savings in WP3 subcontracting and WP3 and WP4 material costs used to compensate
WP 3 & WP 4	Other Direct Costs	5968	n/a	
	Indirect Costs	14162		
	TOTAL COSTS	99746		

Startup Wise Guys

Work Package	Item description	Amount in EUR	Explanation	Free text
WP 1	Personnel Costs	4305	123 MH project manager * 18,9 Euros +57 MH managing director * 22,22 Euros + 24 MH marketing director * 23,14 Euro +12 MH program manager * 13,13 In total 1,4 PM	Deviation from foreseen hours due to higher load of managerial issues that were under-budgeted
	Other Direct Costs	913	Travel (25-27.05.2015, Mr Cameron) to Brussels to representing SWG & CEECTech at technical review of the project	As foreseen in Description of Work.

WP 2	Personnel Costs	31598	207,35 MH project manager * 18,9 Euros + 539,4 MH managing director * 22,22 Euros + 646,15 MH marketing director * 23,14 Euros + 56,1 MH program manager * 13,13 Euros In total 9,5 PM	As foreseen in Description of Work. Task 2.3 was mainly done using internal workforce instead of sub-contracting as was initially planned and budgeted.
	Other Direct Costs	17789	Task 2.4 (Coordination of the activities with the start-up ecosystem) and 2.5 (Dissemination of the Open Calls and general awareness raising): Travel costs (travel, accommodation, conference entrance fee, subsistence) of Mr Cameron, Mr Anderson, Mr Reiner, Ms Prii and Ms Teras for participating events in 14 different countries.	As Foreseen in Description of Work. Deviation from foreseen budget is due to higher number of events visited under Task 2.4 and 2.5. 31.05-2.06.2014 Bar Camp Yerevan (Yerevan, Armenia); 17-18.09.2014 European Conference on the Future Internet (Munich, Germany); 29.09-01.10.2014 Startup Istanbul (Istanbul, Turkey); 9-10.10.2014 IDCEE 2014 (Investor Day Central and Eastern Europe) (Kiev, Ukrain); 27-30.10.2014 Pioneers Festival (Vienna, Austria); 3-5.11.2014 UK Trade Mission (London and Cambridge, UK); 3-6.11.2014 Web Summit (Dublin, Ireland); 9-11.2014 Visit to Israel (Tel Aviv, Israel); 17-19.2014 Slush (Helsinki, Finland); 21-22.11.2014 Startup Conference (Minsk, Belarus); 10.02.2015 Tech Chill Baltics (Riga, Latvia); 6-8.05.2015 Login (Vilnius, Lithuania); 14-15.05.2015 Latitude59 (Tallinn, Estonia); 26-27.05.2015 Arctic15 (Helsinki, Finland); 28-29.05.2015 Pioneers Festival (Vienna, Austria); 11.06.2015 Infoshare (Gdansk, Poland); 22-23.06.2015 Bitspiration (Warsaw, Poland).
	Other Direct Costs	925	Task 2.2 (Marketing Materials): Print-out of roll-ups, posters, flyers, partners wall signs, teams' signs for accelerator location & demo days, business cards etc.	As Foreseen in Description of Work.
	Other Direct Costs	1350	Task 2.2: Demo-day promotional video (Tallinn)	As Foreseen in Description of Work.
	Other Direct Costs	1416	n/a	
WP 3	Personnel Costs	12999	232 MH project manager * 18,9 Euros + 183 MH managing director * 22,22 Euros + 164 MH marketing director * 23,14 Euro +58 MH program manager * 13,13 Euro In total 4,2 PM	

	Other Direct Costs	1587	Task 3.2: Organisation of Selection days event in Tallinn 29-30.01.2015 (Participants & mentors catering, communication equipment rent for group skype calls, networking at evening location)	As foreseen in Description of Work.
WP 4	Personnel Costs	42458	532,4 MH project manager * 18,98 Euros + 658,2 MH managing director * 22,22 Euros + 432,7 MH marketing director * 23,14 Euro + 590,4 MH program manager * 13,13 Eur In total 14,6 PM	Deviation from PM foreseen in the agreement comes from the fact that more people were full-time engaged with Wise Guys management team than at the time the budget was compiled and submitted. During the evaluation and program period (6 months), 2 people were full-time engaged and other 2 part-time engaged with project-related activities only.
	Subcontracting	3205	Task 4.1: Subcontracting of key mentor for Lean Getaway workshop (21-22.03.2015) - content delivery	As foreseen in Description of Work. Mentor: Tristan Kromer.
	Other Direct Costs	9669	Task 4.1: Travel of mentors to and from Tallinn during program implementation (01.03-31.05.2015).	As foreseen in Description of Work. Deviation in higher cost than initially budgeted due to request from mentors to handle all travel arrangements over to Wise Guys. Coming from the same arrangement, the reported costs of subcontracting of mentors is lower than budgeted. Mentors were: Cristobal Alonso, Patrick Campbell, Emily Chiu, Scott Dodson, Eamonn Garey, Wayne Gibbins, Sergey Gribov, Maxim Gurvits, Georgios Kartakis, Oliver Kempkens, Tristan Kromer, Mike Kyraciao, Kristoffer Lawson, Lisa Long, Paula Marttila, Mike Reiner, Philip Staehelin, Dimitar Stanimiroff, Dimitar Stoyanov.
	Other Direct Costs	2066	Task 4.1: Travel of project team (Mr Cameron, Ms Prii, Ms Teras) during the program implementation - London Investor Screening Day (3-7.06.2015)	As foreseen in Description of Work.
	Other Direct Costs	4959	Task 4.1: Acceleration events organisation - Rent of facilities & catering & technical equipment & technical support person for demo day in Tallinn (15.05.2015) and London (04.06.2015)	As foreseen in Description of Work.
	Other Direct Costs	856	Task 4.1: Acceleration events organisation - Program opening event (06.03.2015)	As foreseen in Description of Work.

Other Direct Costs	7181	Task 4.1: Acceleration events organisation - Lean Getaway (21-22.03.2015), Sales Getaway (10-11.04.2015), mentor-meetings etc.	As foreseen in Description of Work.
Other Direct Costs	1444	n/a	As foreseen in Description of Work.
Indirect Costs	28301		
TOTAL COSTS	173021		

OCC

Work Package	Item description	Amount in EUR	Explanation	Free text
WP 1	Personnel Costs	2000	Rokas Tamosiunas (director) 0.5 PM	
	Other Direct Costs	1500	Travel (trips Vilnius-Tallinn (2), Vilnius-Prague)	Task 1.2. Internal communication
WP 2	Personnel Costs	20200	Rokas Tamosiunas (director) 5.05 PM	Tasks 2.1, 2.2, 2.3, 2.4, 2.5
	Subcontracting	2200	Website	Task 2.3. Launch and maintenance of project website
	Other Direct Costs	2000	Dissemination materials (Posters, fliers, Open Call guides, newsletters with project design)	Task 2.5. Dissemination of the Open Calls and general awareness raising; from DoW: Posters, fliers, Open Call guides, newsletters with project design at CEED ISSUE partners' spaces and disseminated during events
	Other Direct Costs	3000	Travel (roadshow events and country visits (LV,PL,FR,RO) in 2014Q4 and 2015Q4)	Task 2.5. Dissemination of the Open Calls and general awareness raising
	Other Direct Costs	4000	Dissemination events (Titled "Open Coffee Club Vilnius" events hosted in Vilnius on 2014-09-25, 2014-10-27, 2015-09-25)	Task 2.5. Dissemination of the Open Calls and general awareness raising; from DoW:Road show events
WP 3	Personnel Costs	5800	Rokas Tamosiunas (director) 1.45 PM	Tasks 3.1, 3.2, 3.3
	Subcontracting	8000	Expert evaluators	Task 3.2;Subcontracted evaluators: Antanas Šepčauskas, Justė Pačauskaitė, Eglė Juodsnukytė, Dmitrij Sosunov, Donatas Voveris, Žymantas Baušys, Ervinas Škikūnas, Dovydas Ragelis, Akvilė Dudulytė, Jolita Jakavičiūtė;

	Other Direct Costs	2000	Evaluation materials (guidelines, lookbooks, evaluation material)	Task 3.2. Evaluation and selection of the teams to be accelerated; materials for STAGE 2-5 evaluation steps as described DoW
	Other Direct Costs	5000	Travel (trips to meet the teams in 2015Q1 and 2015Q4)	Task 3.2. Evaluation and selection of the teams to be accelerated
	Other Direct Costs	3000	Evaluation events (STAGE 5 evaluation events for open call [evaluators panels and others], Evaluation events took place in Vilnius throughout 2014 December)	Task 3.2. Evaluation and selection of the teams to be accelerated; events of STAGE 5 evaluation steps as described DoW
WP 4	Personnel Costs	19000	Rokas Tamosiunas (director) 4.75 PM	Tasks 4.1, 4.2
	Personnel Costs	1000	Margarita Vorobjova (acceleration manager) 0.25PM	Tasks 4.1
	Subcontracting	12000	External experts (mentors)	Task 4.1;Subcontracted mentors: Antanas Šepčauskas, Justė Pačkauskaitė, Eglė Juodsnukytė, Dmitrij Sosunov, Donatas Voveris, Žymantas Baušys, Ervinas Škikūnas, Dovydas Ragelis, Akvilė Dudulytė, Jolita Jakavičiūtė
	Other Direct Costs	2000	Acceleration program materials (lookbooks, handouts, methodological information, FI-WARE information)	Task 4.1. Acceleration programme preparation and implementation; materials for acceleration program
	Other Direct Costs	12000	Travel (mentor travels to Vilnius (2015Q2 and 2016Q1))	Task 4.1. Acceleration programme preparation and implementation
	Indirect Costs	16500		
	TOTAL COSTS	121200		

3 Deliverables and milestones tables

TABLE OF PROJECT DELIVERABLES

Del. No.	Deliverable name	Version	WP. no	Lead beneficiary	Nature	Dissemination level	Delivery date from Annex I	Actual delivery date	Status	Comments
D 1.1.1	Mid-term report		1	Civitta	R	RE	M12	M12	Submitted	
D 1.1.2	Final report		1	Civitta	R	RE	M24			
D1.2	Report on the internal communication		1	Civitta	R	RE	M24			
D1.3	Report on the activities of the Advisory Board		1	Civitta	R	RE	M24			
D2.1	Dissemination plan		2	SWG	R	PP	M2	21.10.2014	Submitted	Late due to misunderstanding of delivery times
D2.2	Project web site		2	SWG	O	PU	M3	M2	Submitted	On-line in M2, submitted officially on 13 November 2014
D2.3	Dissemination material		2	SWG	O	PU	M16			
D2.4	Report on Coordination of the activities with start-up ecosystem		2	SWG	R	RE	M24			
D2.5	Report on dissemination of the Open Calls and general awareness		2	SWG	R	PP	M24			
D3.1	Detailed conditions for the financial support, evaluation and selection criteria		3	Yard	R	RE	M4	M5	Submitted	Submitted in M5, final version sent 1 December 2014

D3.2	Report on the evaluation and selection process	3	Yard	R	RE	M24
D3.3	Report on the management and coordination of the Complementary Grant Agreements	1	Civitta	R	RE	M24
D4.1	Report on the acceleration programmes	4	OCC	R	RE	M24
D4.2	Report on follow-up activities and exploitation plan	4	OCC	R	RE	M24

TABLE OF PROJECT MILESTONES

Milestone no.	Milestone name	WP no.	Lead beneficiary	Delivery date (from Annex I)	Achieved Yes/No	Actual delivery date dd/mm/yy	Comments
M1.1.	Kick-off Meeting	1	Civitta	M1	Yes	22-23. 07.2014	-
M1.2.	Mid-term review	1	Civitta	M12			
M1.3.	Final review	1	Civitta	M24			
M2.1.	600-800 applications received to Open Call 1	2	WiseGuys	M6	Yes	15.12.2014	CEED Tech attracted 745 applications with 396 applications submitted in total
M2.2.	600-800 applications received to Open Call 2	2	WiseGuys	M16			
M3.1.	40-50 teams selected to the acceleration programme in Open Call 1	3	Startup Yard	M8	Yes	1.02.2015	Total of 34 startups contracted to receive seed financing and to participate in the acceleration programme.

M3.2.	40-50 teams selected to the acceleration programme in Open Call 2	3	Startup Yard	M18			
M4.1.	40-50 teams have completed the programme, 5-25 teams are selected for stage 2 funding	4	OCC	M12	Yes	1.06.2015	34 startups graduated the acceleration programme; total of 19 teams selected for follow-up financing as of 10.08.2015. (14 teams in period M1-12)
M4.2.	40-50 teams have completed the programme, 5-25 teams are selected for stage 2 funding	4	OCC	M24			



Periodic report

An update regarding the companies selected

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

Due date of deliverable: 14/09/2015

Actual Submission date : 14/09/2015

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)

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- 2 Progress of startups during CEED Tech 10
 - 2.1 FIWARE in CEED Tech 11

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 Startups accelerated by CEED Tech

The first CEED Tech Open Call ran from September 15 – December 15 in 2014. The open call attracted 745 applications with 396 applications passing into the evaluation round. The contracting process was finalized with 34 companies selected to receive Stage 1 funding. The teams received 20 000 – 30 000 EUR in seed financing (with up to 10 % private investment on top of the CEED Tech investment) and were accelerated in one of the five CEED Tech accelerator locations. The acceleration programs ran for 3+1 months following the shape-build-sell structure and previously developed curriculums.

The teams were continuously monitored by the accelerator management teams and mentors. A final evaluation was carried out during the follow-up month to select the teams receiving Stage 2 follow-up funding. 19 teams in total were selected to receive follow-up financing in the sum of 30 000 – 220 000 EUR.

The teams accelerated by CEED tech are listed in the table.

1.1 Signed Complementary Grant Agreements

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.,	1) 2D-UI 2) BigData Analysis - Cosmos	30 000	2000	40 000

		tablets)					
14	Axepto	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 knowing where their money goes. Wallet is a friendly, easy-to-use, mobile and web-based budgeting platform that provides a simple, comprehensive financial dashboard in a clean and intuitive environment. So far, the Android app has been downloaded over 800 000 times.	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 position.	1) Security Monitoring	27 000	3000	50 000*
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 an 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

2 Progress of startups during CEED Tech

CEED Tech startups successfully expanded their teams, attracted investments, fully developed products and started generating money at the end of acceleration program.

All startups but one¹ developed at least a beta version of their product, whilst some launched live versions. The goal of the “build” month was to allow the teams to focus on their applications and deliver beta versions of the products using FIWARE technologies.

The startups **increased their average monthly revenue 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. The biggest increase in their monthly revenue was achieved by Savy – their revenue in June was 2.1 times larger than in March 2014.

All teams but 5 managed to increase traction during the acceleration programme. 7 teams who had no users at the beginning of the programme managed to acquire traction by June. Teams on average succeeded in **increasing traction by 24 %** with the biggest increases in traction achieved by BudgetBakers in Startup Yard – 110 000 new users in total in 3 months.

CEED Tech startups also grew in the number of team members. **Startup teams were expanded on average by 1.9 people**. CEED Tech startups now consist of a total of 186 team members in 34 companies (121 at the start of the programme). The biggest expansion was conducted in Spymoz who grew in total by 12 people.

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		

¹ Aykiro has a longer development process and will deliver the first version of their application in Q3-4 of 2015

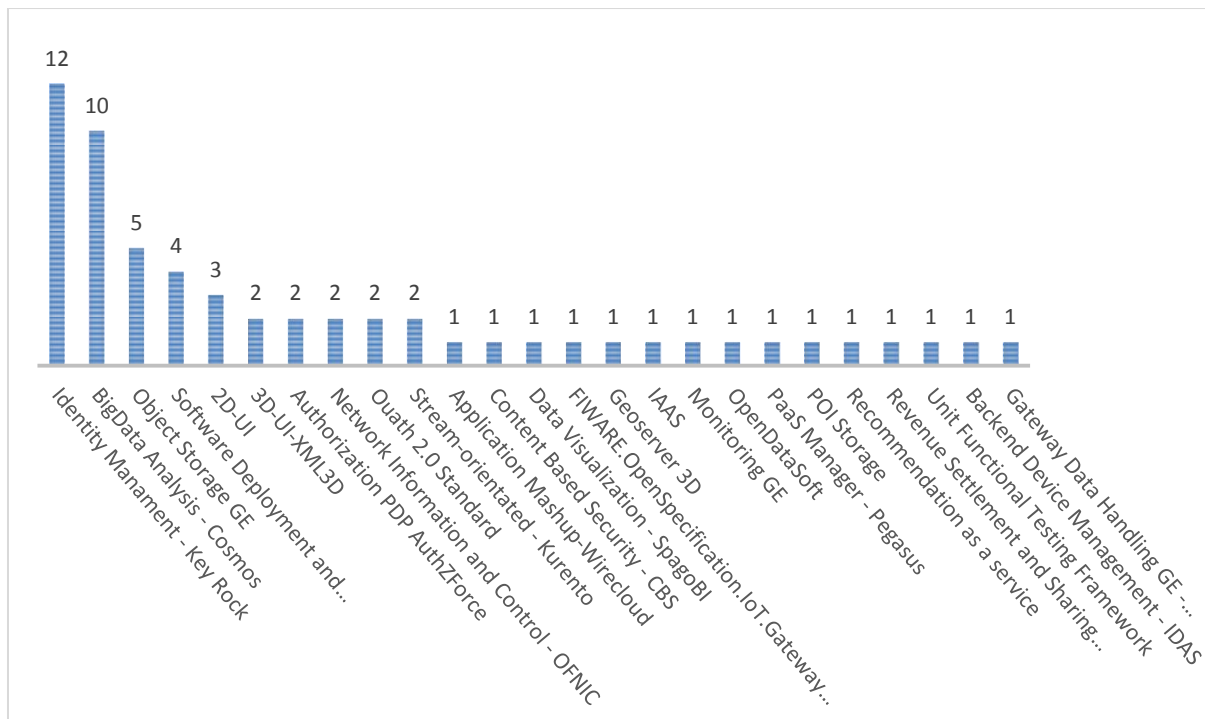
Further highlights of CEED Tech startup achievements:

- Two startups were invited to participate in the TechStars acceleration program (Fall 2015 Class) – Sorry as a Service and Teskalabs
- Teams 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)
- Were 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.

2.1 FIWARE in CEED Tech

All startups used **FIWARE enablers**. 17 startups used one enabler, 9 startups used 2 enablers. Also, 8 startups used 3 enablers in the development of their application. In total, 25 different FIWARE enablers were used 59 times during the development of products. A summary of the enablers used in CEED tech is provided in the graph below.

Figure 1. FIWARE enablers used by startups



This acceleration programs achieved to develop successful and recognized startups, which are continuously increasing user base, revenue and are able to raise investments not only from their local markets, but also from the UK or the US.