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Periodic report: 1st X 2nd 3rd 4th
Period covered: from 1/9/2013 to 31/8/2014

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1 Usually the contact person of the coordinator as specified in Art. 8.1. of the Grant Agreement.
2 The home page of the website should contain the generic European flag and the FP7 logo which are available in electronic format at the Europa website (logo of the European flag: http://europa.eu/abc/symbols/emblem/index_en.htm logo of the 7th FP: http://ec.europa.eu/research/fp7/index_en.cfm?pg=logos). The area of activity of the project should also be mentioned.
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)³:
  - [X] 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
  - [X] 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 3.2.2 (Project Management) in accordance with Article II.3.f of the Grant Agreement.

Name of scientific representative of the Coordinator: William Stevens

Date: 02/01/2015

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

³ If either of these boxes below is ticked, the report should reflect these and any remedial actions taken.
Table of Contents
Declaration by the scientific representative of the project coordinator .................................................. 2

1. Publishable summary .......................................................................................................................... 4

2. Project objectives, work progress and achievements, project management ........................................ 6
   2.1 Project objectives for the first period ........................................................................................... 6
   2.2 Work progress and achievements during the first period .............................................................. 7
       WP2 Bridging (First iteration) ........................................................................................................ 10
       WP3 Transnational Accelerators .................................................................................................. 18
       WP4 Office Hours .......................................................................................................................... 26
       WP5 Synergies ............................................................................................................................... 29
       WP6 Exploitation and Dissemination ............................................................................................ 36
   2.3 Project management during the first period .................................................................................. 43

3. Deliverables and milestones tables ................................................................................................. 48
   Deliverables ....................................................................................................................................... 48
   Milestones ........................................................................................................................................... 52

4. Explanation of the use of the resources and financial statements ....................................................... 53
1. Publishable summary

The overall project objective is to drive innovation, facilitate technology transfer and to support entrepreneurship on a transnational European level to contribute to the exploitation of more innovative products and services coming from European R&D projects and to support the creation of more successful ICT start-ups in Europe. This overall objective will be achieved through actions and events organised in thematic domains as well as the use of existing electronic platforms and networking tools. The project will have a special focus on acceleration programmes, which are the new paradigm regarding entrepreneurship support. With this focus, the project will complement the activities of incubator networks like EBN that are already well established in Europe. Accelerator programmes are not seen as a competing concept to business incubation, but as a complementing measure with the objective to accelerate the incubation of the most promising enterprises.

In more concrete terms, the project supports groups of leading accelerators for delivering cross border services to innovative SMEs and entrepreneurs and links these groups with knowledge creators and education organisations (i.e. mentors, trainers, service providers and partners) on one side, to venture capital organisations (i.e. investors) and the business world (i.e. potential clients, partners and suppliers) on the other. This corresponds to the following detailed objectives:

- **Transnational Accelerators**
  Install transnational cooperation networks of accelerators to enhance sharing of best practices, dissemination of new methodologies, dissemination of accelerator programmes towards knowledge creators and optimised mapping of start-ups to accelerator programmes; new networks will build on existing organisations, but will extend existing operation schemes;

- **Linking Knowledge Creation and Enterprise Creation**
  Install new transnational cooperation networks and improve existing networks by linking accelerators with innovation networks, in particular the EBN and other incubator networks, but also networks of researchers and PhD students at universities and research centres and networks of project officers at European funding initiatives;

- **Creating Synergy Networks**
  Install new transnational synergy networks and improve existing ones by linking accelerator networks with networks of venture capital organisations and ecosystems of potential suppliers, partners and customers in the ICT area;

- **New Techniques and Methodologies**
  Provide new real and virtual techniques and methods for transnational cooperation, such as virtual acceleration, real and virtual office hours for leading edge experience sharing and virtual mentoring; these techniques will be implemented by existing internet-based tools, new tools are developed only if no solution is available for a certain purpose.

To achieve these goals, the project will perform three iterations of dissemination, capacitation of facilitators and research champions, preparation of start-ups, acceleration programmes and synergy networking including start-up mentoring and training. The steps in each iteration will be implemented in terms of dissemination and training events, the partners’ acceleration programmes and physical and virtual office hours.

The intention in performing the activities in iterations is to test and optimise the cooperation schemes and new methodologies and to control their success.
The work will be implemented in five core work packages in addition to the Project Management work package:

**WP2 – Bridging**
This work package implements the objective *Linking Knowledge Creation to Enterprise Creation*; all activities related to the promotion, capacitation and preparation to reach innovative start-ups, researchers, PhD students and ICT projects of the European Framework Programme fall into the scope of this work package. In this context, a study about the “hidden research” – research that does not lead to market application, but does also not lead to failure of the company, will be prepared.

**WP3 – Transnational Accelerators**
This work package implements the objective *Transactional Accelerators*. It comprises the accelerator activities of each partner. The work in this context is executed individually by each partner according to each partner’s internal policies and strategies.
It comprises as well all activities related to the transnational networking among accelerators.

**WP4 - Office Hours**
This work package implements the objective *New Techniques and Methodologies*. The new component of real and virtual office hours is developed and tested by all partners together. In the scope of this work package, office hours will be planned, set up and executed.

**WP5 – Synergies**
This work package implements the objective *Creating Synergy Networks*. It comprises all post-acceleration networking activities towards venture capital organisations and the market.

**WP6 - Dissemination and Exploitation**
This work package comprises all activities that aim at extending the project structures beyond its lifetime and thus establishing them in the European acceleration landscape.

The first period covered by this report allowed the Atalanta partners to run the first iteration resulting in the following strategic achievements:

1. The Extension and intensified use of the F6S platform as promotional tool and facilitate the organisation of acceleration programmes
2. The introduction of new services such as the “Startup Exchange Scheme”
3. Intensified mutual promotion of programs;
4. Introduction of new capacitation programs directed towards mentors, advanced start-ups and alumni;
5. Introduction of Office Hours into the acceleration programmes
6. The organisation of the Venture Summit with the “Fast Track” bringing ATALANTA start-ups to investors;
7. The organisation of the first European Accelerators Summit to discuss the landscape of the international Acceleration Ecosystem and share best practices, network and get in touch with the right resources.
2. Project objectives, work progress and achievements, project management

2.1 Project objectives for the first period

The main objectives for the first period were:

- Set-up of the project management infrastructure (contact points, communication tools, management tools, templates);
- Planning and execution of the first iteration of dissemination, capacitation of facilitators and research champions, preparation of start-ups, acceleration programmes and synergy networking including start-up mentoring and training;
- Test and optimise the cooperation schemes and new methodologies after the first iteration;
- Definition of a consistent exploitation, dissemination and promotion plan;
- Planning of the first international ATALANTA events;
- Planning of the use of F6S platform and definition of additional tools needed by partners;
- Planning of office hours and other experimental methods introduced during ATALANTA.

With the following specific objectives for each Work package:

WP2 Bridging

The main objective for the first period was to coordinate promotion activities of partners and to create a platform to share networks and synchronise events between individual accelerators in the consortium. The overall approach for coordinated promotion activities shall be described in the first release of D2.1, Promotion Plan.

WP3 Transnational Accelerators

The main objective for WP3 was the planning and execution of the first iteration of the acceleration programs. A major issue to be resolved was the synchronisation of the project work flow with the real timing of the acceleration programs. Additionally, the consortium started to plan the use of the F6S platform for promotion, acceleration and synergy.

WP4 Office Hours

The main objective for WP4 was the planning of Office Hours and other experimental means (such as the start-up exchange scheme) and their integration into the daily practice of partners during the first iteration of the project.

WP5 Synergies

The main objective for the first period was to coordinate synergy activities, in particular pitching events, and to create a platform to share networks and synchronise events between individual accelerators in the consortium. Additionally, an international synergy event with matchmaking between start-ups and investors was planned.

WP6 Exploitation and Dissemination

The main objectives of the first period were to:

- Define the exploitation and dissemination strategy;
- Implement the dissemination infrastructure (website, F6S ATALANTA site, hashtags);
Visit community events to make the ATALANTA project as well as other activities of the commission supporting start-ups in Europe known.

2.2 Work progress and achievements during the first period

During the first reporting period, the consortium has implemented the first project iteration consisting of bridging, acceleration and synergy networking. The execution of the first iteration led the partners to:
- Run the first iteration’s accelerator programs with 2-3 editions (Fall, Spring and Summer) of 5 accelerator programs. These programs surpassed previous editions in terms of applications, participants, graduates and investments by far (please refer to the accelerator report D3.1 for details);
- Organise regional and local events in the scope of WP2, WP3 and WP5 by EUN, Beta-i, Tetuan Valley, NUMA (Silicon Sentier) and Balkan Unlimited;
- Work closely together, adapt the design of their programs to the new necessities and with the objectives of the project, exchange and learn from each other’s best practices;
- Internationalise their promotion campaigns, intensify their networking activities. This led to an increase of their outreach and an increase of programmes in terms of numbers, program frequency and number of applications and start-ups eventually selected;
- Create new capacitation programs: Some partners have started new kinds of programs directed towards mentors, advanced start-ups and alumni. The objectives of these programs are to increase the capabilities and capacities of the local communities to train and mentor younger teams.
- Define new cross border services to innovative SMEs and entrepreneurs as well as to accelerators themselves. In this respect, new services such as The “Startup exchange”, the “Staff exchange” are being put in place and tested.
  o The startup exchange scheme is a valuable instrument for start-up going international. It is at the same time a truly transnational cooperation effort that helps all partners help start-ups.
  o The “Staff exchange” allowing a one week exchange of staff between accelerators to learn from each other.
- Create synergies within the networks of the consortium and looking to extend outside of these networks. In this respect, the first two international ATALANTA events are planned for December 2014 and are under active preparation. They fall into the scope of the WP3 (Accelerator Summit, Paris) and WP5 (Venture Summit, Düsseldorf):
  o NUMA is launching the first European Accelerators Summit to discuss the landscape of the international Acceleration Ecosystem and share best practices, network and get in touch with the right resources.
  o Europe Unlimited is providing a “Fast Track” for ATALANTA start-ups to the European Venture Summit aiming at bringing start-ups to international investors. ATALANTA start-ups have a privileged access to this event. This is a means with potential for the future; it builds on highly experienced accelerators to select appropriate start-ups and it provides huge opportunities to participating start-ups to be selected for investment.
- Define a consistent exploitation and dissemination plan; the consortium is working now on the extension of this plan to promotion;
- Implement office hours at 4 of the 5 accelerator partners with more than 2.500 office hours being performed by the partners themselves or external mentors;
- The Extension and intensified use of the F6S platform: The platform is of great importance for the project and for the future work of partners. It provides strong promotion tools, means to facilitate the organisation of acceleration programs and means to measure the performance of individual programs from different angles (start-up profile, mentor profile, funding, etc.).
The deliverable D3.1 (Report on Acceleration Programmes) made an analysis on 4 of the 5 accelerators programmes and found that during the first iteration, 1158 start-ups have applied for acceleration programmes in the scope of the project and About 10% of these start-ups (about 100 graduates) managed to raise funds in the course of the acceleration programmes. Furthermore, the average investment per company is €200K amounting to almost €25M. These achievements surpass the expectations at proposal time by far.

There are several reasons for this success. One important aspect, for sure, is the growth of the start-up and acceleration community in general in the last two years. Beta-i, NUMA and H-Farm have internationalised their promotion campaigns, intensified their networking activities and, this way, increased their outreach significantly. The three accelerators have also adapted the design of their programmes to the new necessities. In earlier years, their programmes took place once or twice per year with one application phase for each program. Today, their programs are more flexible with new start-ups entering every three months. Relevant is also a change of target start-ups of some of the programs. Beta-i, for instance, reduced their main focus to technology start-ups – whereas in earlier years they addressed all kinds of new companies. This focus on technology led to a higher share of start-ups in their programs to fall into the scope of ATALANTA.

Table 1 shows the success indicators after two of three accelerator editions for the first iteration:

<table>
<thead>
<tr>
<th>Stage of pipeline</th>
<th>Unit</th>
<th>Beta</th>
<th>EU</th>
<th>HFarm</th>
<th>F6S</th>
<th>Silicon</th>
<th>Start</th>
<th>Balkan</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>I1</td>
<td>Promotion</td>
<td>BIC</td>
<td>14</td>
<td>27</td>
<td>27</td>
<td>14</td>
<td>14</td>
<td>14</td>
<td>135</td>
</tr>
<tr>
<td>I2</td>
<td>Promotion</td>
<td>Person</td>
<td>54</td>
<td>135</td>
<td>54</td>
<td>135</td>
<td>54</td>
<td>54</td>
<td>540</td>
</tr>
<tr>
<td>I3</td>
<td>Capacitation</td>
<td>Person</td>
<td>16</td>
<td>41</td>
<td>16</td>
<td>41</td>
<td>16</td>
<td>16</td>
<td>162</td>
</tr>
<tr>
<td>I4</td>
<td>Capacitation</td>
<td>Event</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>18</td>
</tr>
<tr>
<td>I5</td>
<td>Capacitation</td>
<td>Start-up</td>
<td>262</td>
<td>324</td>
<td>224</td>
<td>324</td>
<td>162</td>
<td>162</td>
<td>1620</td>
</tr>
<tr>
<td>I6</td>
<td>Preparation</td>
<td>Start-up</td>
<td>161</td>
<td>162</td>
<td>81</td>
<td>162</td>
<td>81</td>
<td>81</td>
<td>810</td>
</tr>
<tr>
<td>I7</td>
<td>Preparation</td>
<td>Event</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>I8</td>
<td>Acceleration</td>
<td>Start-up</td>
<td>41</td>
<td>8</td>
<td>32</td>
<td>0</td>
<td>32</td>
<td>32</td>
<td>16</td>
</tr>
</tbody>
</table>

The table shows the number of activities and the number of companies reached for each iteration.
<table>
<thead>
<tr>
<th>Stage of pipeline</th>
<th>Unit</th>
<th>Beta</th>
<th>EU</th>
<th>HFarm</th>
<th>F6S</th>
<th>Silicon</th>
<th>Start</th>
<th>Balkan</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of start-ups in acceleration events</td>
<td></td>
<td>75</td>
<td>6</td>
<td>0</td>
<td>12</td>
<td>?</td>
<td>15</td>
<td></td>
<td>108</td>
</tr>
<tr>
<td>I9 Graduation</td>
<td>Start-up</td>
<td>10</td>
<td>2</td>
<td>10</td>
<td>0</td>
<td>10</td>
<td>10</td>
<td>5</td>
<td>49</td>
</tr>
<tr>
<td>Number of start-ups graduated</td>
<td></td>
<td>46</td>
<td>3</td>
<td>0</td>
<td>12</td>
<td>9</td>
<td>15</td>
<td></td>
<td>85</td>
</tr>
<tr>
<td>I10 Office Hours</td>
<td>Hours</td>
<td>360</td>
<td>360</td>
<td>360</td>
<td>360</td>
<td>360</td>
<td>360</td>
<td>360</td>
<td>2160</td>
</tr>
<tr>
<td>Number of office hours</td>
<td></td>
<td>1.800</td>
<td>0</td>
<td>480</td>
<td>0</td>
<td>260</td>
<td>0</td>
<td>10</td>
<td>2550</td>
</tr>
<tr>
<td>I11 Synergies</td>
<td>Start-up</td>
<td>8</td>
<td>2</td>
<td>7</td>
<td>0</td>
<td>7</td>
<td>7</td>
<td>3</td>
<td>34</td>
</tr>
<tr>
<td>Number of start-ups funded</td>
<td></td>
<td>30</td>
<td>3</td>
<td>0</td>
<td>24</td>
<td>?</td>
<td>?</td>
<td></td>
<td>57</td>
</tr>
<tr>
<td>I12 Synergies</td>
<td>Event</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Number of synergy events</td>
<td></td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>?</td>
<td>?</td>
<td>3</td>
<td></td>
<td>9</td>
</tr>
</tbody>
</table>

Table 1: Success Indicators

The expected values in the grey rows state the overall numbers for the entire project duration of 3 years. The real figures below reflect the situation after six months.

It should be mentioned that

- Not all partners have made all numbers available yet. In some cases partners do not want to report certain figures because of concerns related to competition;
- Some parameters are irrelevant for some partners, because they do not reflect their work flow; for instance, not all partners organise capacitation events;
- The numbers are hardly comparable because the measurements are different and the numbers are reported by different entities (by accelerators, start-ups or F6S).

The consortium is therefore elaborating new criteria that correspond to the real pipelines implemented by partners and for which comparable data are available.

In spite of these limitations, it is clear that the current results surpass the expected values by far. Beta-i accelerated, for example, 75 start-ups before the end of the first iteration. According to the proposal, the number expected for the entire project was 41 start-ups. Projecting the figure of 75 start-ups (obtained in 6 months) to 3 years, we would get to a value that is about 6 * 75 = 450, which is more than 10 times the expected value.

This difference is not explained by lack of accuracy in reporting only. The LxChallenge, as well as other programs, grew extremely fast during the last two years. Also a higher share of start-ups in the program are now relevant for ATALANTA, because the program narrowed its focus to “tech start-ups”, most of which are involved with ICT-related topics. As already discussed above, with this blatant difference between should-be value and actual value, the old success criteria are obsolete and should be replaced by figures that, still, pose a challenge to the consortium in the new reality.

The strategic highlights in the achievements of the first period are
1. The Extension and intensified use of the F6S platform;

   The platform is of great importance for the project and for the future work of partners. It provides strong promotion tools, means to facilitate the organisation of acceleration programs and means to measure the performance of individual programs from different angles (start-up profile, mentor profile, funding, etc.).

2. The “Startup Exchange Scheme”;

   The startup exchange scheme is a valuable instrument for start-up going international. It is at the same time a truly transnational cooperation effort that helps all partners help start-ups.

3. Intensified mutual promotion of programs;

   Simultaneously, partners are more aware of each other’s strengths. Partners started to promote each other’s activities to increase opportunities for their start-ups.

4. New capacitation programs;

   Some partners have started new kinds of programs directed towards mentors, advanced start-ups and alumni. The objectives of these programs is to increase the capabilities of the local communities to train and mentor younger teams.

5. Office Hours

   Office Hours were introduced as a new method to train and mentor start-ups. It found wide acceptance among ATALANTA partners with more than 2.500 hours provided to start-ups.

6. The Venture Summit with the “Fast Track” for ATALANTA start-ups.

   The project is organising a major synergy event aiming at bringing start-ups to investors. ATALANTA start-ups have a privileged access to this event, the “Fast Track”. This is a means with potential for the future; it builds on highly experienced accelerators to select appropriate start-ups and it provides a huge opportunities to participating start-ups to be selected for investment.

7. The first European Accelerators Summit

   The first European Accelerators Summit, 11 & 12 December 2014 in Paris, launched by NUMA to discuss the landscape of the international Acceleration Ecosystem and share best practices, network and get in touch with the right resources.

Per Work package progress and achievements are described below.

**WP2 Bridging (First iteration)**

Start Date: M1
End Date: M30
WP leader: F6S
Progress towards objectives

WP2 can be considered as a preparatory work package for ATALANTA accelerators because it deals with all those kinds of activities aiming at promoting the programs and capacitating and preparing multiplicators.

During the first year of ATALANTA, the consortium has established a platform for mutual promotion of events and programs and, through F6S, for external dissemination of these events and programs. On most partners, this international infrastructure had strong positive impact, as reflected in the increase of applications and, even more important, the internationalization of applications.

Partners also intensified contacts to local research institutes, universities and other knowledge creators to improve their pipelines on the promotion side.

The consortium created ties with incubator networks and other projects working in the area of start-up support.

As main results, the first year’s iteration allowed:

- Intensified use of available platforms (F6S) and enrichment of available features on this platform (e.g. application portal);
- Widened outreach of partners’ accelerator programs and events through mutual use of promotion networks and strengthened ties to knowledge creators;
- New capacitation programs (e.g. Tetuan Valley’s “extra workshops”)
- Ties with other European and global projects and initiatives in the area of start-up support (e.g. London Lisbon Challenge Roadshow, cooperation with Kinnernet, cooperation on EUHub).

Work Progress and achievements during the period

Europe Unlimited:

Europe Unlimited promotes its Forums and events throughout the year in close contact with ATALANTA partners and thus offers continuously opportunities for start-ups and for companies supported by the Atalanta accelerators. Promotion of the events has been done through its usual channels (Own network, desk research, own social networks in addition of the f6s platform).

Europe Unlimited also actively explored synergies with the EUHUB initiative together with the consortium. As such Europe Unlimited has participated in all the discussions and process to join the EUHUB platform and was looking how to integrate this platform with the Atalanta dissemination channels and in the dissemination strategy. However, the future of this platform is currently unclear.

Through individual contact between Europe Unlimited and each of the accelerator partners in ATALANTA it has become apparent that the activities of Europe Unlimited are a natural ‘follow up’ activity to the majority of the acceleration programs that each of the partners host. Companies that have gone through an acceleration track have been prepared adequately to raise capital and many alumni of the programs are indeed ready, capable and interested to raise financing from international venture investors and business angels. Through its platform, Europe Unlimited provides this very opportunity.
Thus Europe Unlimited established a list of events (see WP3) which provided the relevant opportunities for startups, SMEs and has promoted Atalanta as part of the communication campaign of these events. It has also prepared information packages for the partners to engage companies from their networks.

Europe Unlimited has also engaged partners from several other EC-funded projects to discuss potential synergies and potential collaborations, such as with EBN and Startups.be; both of whom have relevant initiatives in the ICT space, as well as an interest to bridge their startups to accelerators and business partners in other European regions as well as the venture capital ecosystem of Europe Unlimited.

Europe Unlimited is also involved in 3 FIWARE accelerator projects related to Future Internet where all applications are being submitted through the f6s platform. These accelerators call upon, select, fund and accelerate SMEs and web entrepreneurs developing web based applications using FIWARE technology developed in the framework of the FI-PPP programme. Europe Unlimited is currently planning how to best use these synergies to probably drive part of the projects not selected by the 16 FIWARE accelerators to Atalanta partners and in the other direction, to make Atalanta accelerated companies aware of these unique funding and support opportunities.

Furthermore Europe Unlimited’s CEO William Stevens was invited to and has accepted a role as Advisory Board member of the EIG project on behalf of the Atalanta project and Europe Unlimited is currently looking into how to make the most benefit of opportunities provided by these links.

**Beta-i:**

Beta-i coordinated the planning of the promotion planning together with F6S. This has two dimensions: 1) use of existing features in promotion campaigns (WP2) and in reporting (all work packages) and 2) design of new features to improve transnational cooperation. F6S organised a Webinar to present advanced features that can be used for promoting the ATALANTA project. These features are used already by the consortium in the promotion. Some of the features will be of great value for reporting, in particular for generating ATALANTA-specific mentor and start-up databases. Beta-i, in particular, analysed available data and contributed own datasets to enrich available information on start-ups and mentors. Since, at the time being, the information concerning most other partners and programs is still incomplete, the consortium decided to delay promotion plan.

Since Lisbon Challenge, the Beta-i accelerator, started at the same time as the project, there was very limited promotion activity during the first six months of the project. For the spring and summer editions, Beta-i had a stronger involvement. Beta-i, in particular, visited Portuguese universities, incubators and research centres to improve its ties with this side of the pipeline. In this context, Beta-i visited all technology and economy institutes in Lisbon, the excellence University of Minho and its technology incubator Spinpark, the University of Beira Interior, the Pedro Nunes Institute in Coimbra and many others. Those strong connections with interests from both sides led to excellence collaboration with mentors, start-ups and investors making contact with Beta-i.

In the scope of WP2, Beta-i executed the **London Lisbon Challenge Roadshow 2014 (London)** – Visit local startups, local investors, local corporations and local entrepreneurs, create a first initial network of
connections for the top 10 startups of the Lisbon Challenge.

**Participants:** 50

**Areas of interest:** ICT Startups, UK Investors, startups, corporations.

**H-Farm Italia**

H-FARM has been involved in this WP since the very beginning and throughout all the first year of the project, following two main directions:

A. Promotion done by experts at High Schools and Universities in order to promote ATALANTA accelerator (H-CAMP) and services issued by H-FARM.

During this first year of activities the following organizations have been visited:


B. Promotion and preparation of H-CAMP acceleration program through H-ACK (the innovative format conceived by H-FARM). During 24 hours of non-stop work, young people come together and work as a team to find digital solutions. H-ACK offers a quick but at the same time solid formula to reach new teams and start-ups.

During the first year of ATALANTA several editions have been implemented:

1. H-ACK INDUSTRY (12-13 October 2013): 200 participants,
2. H-ACK FASHION (23-24 November 2013): 310 participants,
3. H-ACK BANK (8-9 February 2014): 250 participants,
4. H-ACK WINE (1-2 March 2014): 400 participants,
5. H-ACK TRAVEL (5-6 April 2014): 350 participants,
6. H-ACK AUTO (17-18 May 2014): 400 participants

H-FARM was also involved in the organization of the first KINNERNET ITALY (7-10 August 2014). Kinnernet Italy is a 3-days invitation-only, unique and exclusive event. Conceived in 2003 by Yossi Vardi, one of the forerunners of innovation and technology in Israel, today Kinnernet is one of the main events that attract leading figures from all over the world.

H-FARM has opened its doors to over 120 people of different nationalities and profiles (digital entrepreneurs, artists, scientists, opinion leaders, technology and media experts, etc.) such as Mel Rosenberg (microbiologist known for his research on the diagnosis and treatment of halitosis), Peter Hirshberg (Silicon Valley executive, entrepreneur and marketing specialist, Orly Shani (fashion designer), Steffi Czerny (co-founder of DLD (Digital-Life-Design) Conference), in addition to John Philips (U.S. Ambassador to Italy) and Naor Gilon (Israeli Ambassador to Italy).

The event format is the (un)conference, where every participant is asked to contribute by creating content and collaborating in different scheduled sessions, in order to encourage debate, discussion, interaction and creativity among the participants. A totally different way,
compared to traditional conferences, to meet and discuss many topics such as Big Data, crowdfunding, economics, 3D printing, film-making, etc. Involved in a series of interactive lectures and workshops conceived directly by them, guests also take part in a series of off-site activities to discover Venice, its surrounding and its regional traditions.

Kinnernet Italy opened its doors also to ATALANTA start-ups. It has been a dynamic event that created new connections among the protagonists of innovation and lay the foundations for a new reflection on the future of the Internet, communication and the media.

Kinnernet is an event which was launched for the very first time in 2003 in Israel with the goal of gathering innovators from large corporations and some of the most interesting people working in the media and technology, creative industries for a two days of conversation and, debate.

Along the years, there were discussions on technology financing, data, privacy, content, influence, crowdfunding, e-commerce, Gov 2.0, artificial intelligence, behavioral economics and crisis management to name a few. But there was also impromptu singing, 3D printing, film-making, stargazing.

This year’s event has been arranged as a three- days initiative and brought together 120 invited digital entrepreneurs, thinkers, opinion makers and influencers from around the world in a out of the box, irreverent, bottom-up innovation, creativity, technology and cultural unconference.

It has been relevant to the Atalanta project in terms of a) introducing start ups to the entrepreneurial community with specific sessions dedicated to their products and solutions; b) promoting the ATALANTA project to a wide community of actors; c) create synergies with stakeholders at local level, especially with potential customers for our start ups and interested investors; d) increase networking capacity of participating start ups.
**F6S**

F6S has been the leader of WP2 (Bridging). After the first iteration, the consortium evaluated partners’ bridging activities and concluded that, in spite of the overall success, bridging can be enhanced – in particular concerning an integrated promotion strategy. The new concept is currently under development. In consequence, the promotion plan describing the new strategy was delayed to cover the new aspects.

Task led by F6S and contributed by all partners. F6S was chosen as the leader of the task, because of its startup community. F6S became the default platform for most accelerator programs in the world, because of a broad reach and increased deal flow to the open calls, thus signalling a strong dissemination & promotion impact F6S has.

Some of the ATALANTA partners have already had their profiles created on F6S and ran some of their open calls through the infrastructure. F6S made sure all partners have easy access to the platform and supported them getting their activities started. Therefore a number of webinar and conference and individual calls with partners were made to demo/present and help to set-up and to present advanced features. Currently 4 out of 5 accelerators run all their open calls through F6S infrastructure. F6S worked to set-up an appropriate way to promote activities of ATALANTA partners, therefore a tag ‘ATALANTA’ was introduced, which helps to identify ATALANTA activities throughout the site and is searchable, therefore easy discoverable by startups.

All promotion activities created by ATALANTA partners were promoted on F6S website and its front-page, which is accessed by tens of thousands of people in Europe every day. This way partners were able to benefit from a huge traffic & extensive and constantly growing community of F6S (during the first year from September 2013 to August 2014, the platform grew from 85,000 users to 510,000 users and from 550+ programs to 5000+ programs). Accelerators of the ATALANTA partners were promoted through F6S newsletters. F6S has 2 newsletters – one European and one for UK. The combined amount of subscribers to these 3 newsletters is around 100,000 users. F6S constantly tracked open programs & events of the partners and featured on the newsletters, thus increasing direct visibility of the activities and a number of people making an action towards partner activities.

During the whole project, usually after the application period of the partner, F6S had individual calls with the program managers to get feedback on F6S tools and get feature requests.

Based on the feedback and feature requests, F6S had allocated time in their developer team meetings to address the feedback, fix issues and develop roadmap for requested features. There were numerous fixes and improvements released based on partner feedback into the application infrastructure as well to improve dissemination and promotion coming from F6S. Feature requests were added into F6S development roadmap. Some of the introduced features are Match-making tool for accelerator programs...
to search through F6S startup database and invite their favourite startups to apply to their program. This way F6S created a proactive way for program managers to look for teams & promote their programs.

**SILICON SENTIER**

Task 1 (promotion) : The selection process for our 5th season was done through F6S and our communication channel, and we received 330 applications. We have worked with F6S to extract relevant data and defined metrics that will be presented at the next press conference in September.

Task 2 (Capacitation) - ATALANTA was visible through our communication materials and particularly highlighted in three main events: the “Kick-Off Season 5” press conference, “Le Camping 3 years Birthday” in January and our “Demo Day Tour” (Paris, London, Berlin, Luxembourg) in March.

Task 3 (Preparation) : we have decided to organise the 1st European Accelerator Summit, powered by NUMA® and in partnership with all the ATALANTA partners. The summit will take place on December 11th and 12th at NUMA in Paris. We expect 70+ participants coming from all over Europe and across borders. The European commission will be highlighted during these 2 days events, and will provide experts in public funding to guide the accelerators.

We also decided to set up a start-ups exchange program among accelerators: this project will be lead by NUMA. We will provide a frame for startups to launch a 1st version of the startup exchange in February 2015. The startup exchange will come with up to 500 euros support for each startup. We aslo intend to have a similar program for staff exchange between the accelerators.

**ASSOCIACION TETUAN VALLEY**

Spain startup ecosystem is booming, and there are a lot of actors in the scene. Our role is to gather people with good ideas and give them the correct advice so they can get off with their adventure on the right foot. Bridging is therefore one of the main activities in the Tetuan Valley work flow.

Task 2.1 Promotion

In the scope of the ATALANTA project, we intensified our promotion activities, especially towards Spanish universities where most of our start-up come from. We attended events to promote the X edition of the Tetuan startup school. The events took place at both business and technical universities, such as Carlos III University and Politécnica de Madrid University.

In addition to Tetuan Valley’s usual channels, the promotion of X TVSS Madrid used ATALANTA communication channels and the application process was set up using F6S platform developed as part of the project. Thanks to ATALANTA channels we received more than 45 applications, from more diverse nationalities than they had been in the past, from countries such as Russia, Italy, Greece and Nigeria. All the sessions were open to the public and the average assistance in the sessions where about 60 people including students, mentors, speakers, alumni and general public.

Task 2.2 Capacitation

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4 Silicon Sentier is in the process of changing its official name from Silicon Sentier to NUMA.
The Tetuan Valley Startup School (TVSS) is a pre-accelerator, which is held twice a year. Some of its activities, in particular in the first phase of the program, can be considered capacitation activities. In this context, Tetuan Valley’s organised 6 sessions where first-time entrepreneurs learn the basic topics to run their own startup: The way of the startup, Pitch Practice, Lean Startup, Business Model, Marketing and Content Strategy, metrics, legal issues and investment. In addition to these topics, the Tetuan Valley team organised several extra workshops to complement the mandatory sessions during the X edition of TVSS:

- “Benchmark your competitors”, by Alfonso Pérez, Tetuan Valley alumni.
- “Public Speaking”, by Pablo Rodriguez, Tetuan Valley alumni.
- “Finance”, by Wilhem Lappe.
- “The importance of networking”, by Alex Barrera, Tetuan Valley co-founder.

**Balkan Unlimited**

Balkan Unlimited co-organizes the Balkan Venture Forum, SuperFounders Demo Day, numerous startup meetup events, which continuously provide rich opportunities for ATALANTA companies from Southeast Europe.

Balkan Unlimited also actively explored synergies with the VIBE project across its activities in Southeast Europe in facilitating investment, coaching startups and promoting entrepreneurship.

**Significant results**

As main results, the first year’s iteration allowed:

- Intensified use of available platforms (F6S) and enrichment of available features on this platform (e.g. application portal);
- Widened outreach of partners’ accelerator programs and events through mutual use of promotion networks and strengthened ties to knowledge creators;
- New capacitation programs (e.g. Tetuan Valley’s “extra workshops”)
- Ties with other European and global projects and initiatives in the area of start-up support (e.g. London Lisbon Challenge Roadshow, cooperation with Kinnernet, cooperation on EUHub).

**Key deliverables**

N/A

**Deviations**

The partners have performed a lot of promotion activities, already using ATALANTA channels and infrastructure to extend their reach. As a result, almost all accelerators report significant growth of their programs in terms of applications, participant, graduates and investments. The promotion activities, on the other hand, are not yet well integrated. ATALANTA is not yet a “brand” in the start-up, entrepreneur, accelerator and investor community. The consortium, therefore decided to review the promotion concept. This deviation has impact on other activities in the project (especially reporting), but, in itself, is not a major deviation, but an adjustment of activities.

The main deviation is the delay of deliverables

- D2.1: Promotion Plan
Delayed because of the review of promotion concept;
- D2.2: Report on Bridging Evaluation
  There are not yet sufficient data available; partners are working on this with F6S;
- D2.3: Report on non-explored Research
  During the KOM, it was decided to change the focus of this deliverable; the new focus was not yet finally decided. Discussions are ongoing;
- D2.4: Mentor Database
  This is one of the deliverables that will be created using the F6S platform. Unfortunately, the database is not yet complete. Partners are working on this issue;
- D2.5: Project Catalogue
  Same as D2.3.

During the KOM, the project officer and the consortium agreed that it could be difficult to integrate a significant share of start-ups coming from European research projects into partners’ acceleration programs. It was therefore decided to redefine the exact scope of deliverables dedicated to start-ups from this context. Discussions are still ongoing (see deliverables table below).

**WP3 Transnational Accelerators**

Start Date: M1  
End Date: M36  
WP leader: H-Farm Italia

**Progress towards objectives**

During the first reporting period, partners have intensified their cooperation in general (sharing best practice) and on specific subjects, in particular on start-up internationalisation ("start-up exchange scheme") and use of common resources, such as mentor and start-ups databases and application platform. Partners have also started to work on an improvement of initially defined measurements (success criteria). Additionally, during the first reporting period, the consortium has planned an international event on acceleration, the Paris Accelerator Summit, scheduled for December 2014.

**Work Progress and achievements during the period**

**Europe Unlimited:**

Europe Unlimited does not operate as an accelerator per sé, but does operate its European Venture Contest, which provides a crucial follow on for the accelerated or mature companies and a critical learning path for start ups and SMEs to improve their business proposition and Investment readiness. Over 900+ emerging companies active in ICT, life sciences and clean technologies are competing throughout 2014 for a place at the contest finale, the European Venture Summit. With 10-15 annual qualifier events, the contest culminates into the European Venture Summit, where 100+ award-winning high tech companies from Europe Unlimited 2014 events meet between 100 and 120 VCs. These programmes are complementary to usual acceleration programmes and have as final goal preparing and driving the participants to the pitching events in WP5.
It usually takes 3 to 5 months between the date where an event is launched and the date it actually takes place. During this period, several preparatory activities take place allowing participating companies to receive feedback and improve their business proposition and their pitch and be ready to pitch in front of investors and negotiate with them. These support activities include:

- **Application support**: The first real step in the programme is the submission of an application. SMEs fill in an online profile, a 2 pages summarizing their business proposition and upload a presentation or video. Applicants receive support via telephone or email from Europe Unlimited staff to edit and improve their value proposition and presentation.

- **Online reviews and selections**: Applications are reviewed by experts (facilitators) who rank them on several criteria (Management Experience, Product/ Technology Merit, Market Potential, Go to Market/Strategy & Competitive Position, Business Model Clarity/Credibility, Presentation/Profile Quality) and receive critical feedback allowing to improve their value proposition. The best rated profiles are invited to the event and prior to the event, to also to participate at the next level of support which is preparing them for their pitches and negotiation with investors.

- **Investment Readiness**: Selected applicants have the possibility to participate in support measures aiming to make sure they are ready to pitch in front of investors. These can take one of these forms:
  - Investment readiness Programmes: A full day of coaching prior to the event where the participants receive coaching from experienced coaches.
  - Venture Academies. A half day pitching training session usually the day before the event, participating companies can do a live pitch in front of experienced coaches and receive feedback to improve their pitch for the real presentation on the next day.
  - Online webinars: Webinars can be scheduled to support companies improve their pitch through peer review and comments from peers.

Since September 2013, Europe Unlimited has supported companies in over 7 Venture Academies, 4 Seminars and 4 Pitching Webinars. They are as follows:

1. **Greencity Investment Forum, Paris, 17 & 18 October, 2013**
   Technology Focus: Smart Cities, including ICT and Internet of things making cities more energy efficient.
   Geographic Focus: Europe
   Venture Academy was held on the first day of the event.

2. **Nordic Venture Forum, Copenhagen, 4 & 5 November, 2013**
   Technology Focus: ICT, Life science and cleantech.
   Geographic Focus: Nordic region
   Venture Academy was held on the first day of the event.

3. **ESA Investment Forum, Munich, 6 November, 2013**
   Technology Focus: ICT and cleantech.
   Geographic Focus: Europe

4. **Balkan Venture Forum, Tirana, 13-15 November, 2013**
   Technology Focus: ICT
   Geographic Focus: Balkan countries
   Venture Academy was held on the first day of the event.

5. **Italian Venture Forum, Torino, 19 & 20 November, 2013**
   Technology Focus: ICT, life science, and cleantech
Four ESA Investment Readiness Programs, Spring 2014
Technology Focus: ICT and cleantech
Geographic Focus: Europe

Four EMMINVEST kickoff seminars and four pitching webinars, Spring 2014
Technology Focus: Mobile and mobility services.
Geographic Focus: Europe

MOBIP Investment and Partnering Forum, Thessaloniki, 27 & 28 May 2014
Technology Focus: Mobile and mobility services.
Geographic Focus: Europe

Venture Academy was held on the first day of the event.

Alpine Venture Forum, Lausanne, 6 May, 2014
Technology Focus: ICT, life science, and cleantech
Geographic Focus: Switzerland and Alpine surrounding region.
Venture Academy was held on the first day of the event.

Balkan Venture Forum, Bosnia, 15 & 16 May 2014
Technology Focus: ICT
Geographic Focus: Balkan Europe
Venture Academy was held on the first day of the event.

Benelux Venture Forum, Leuven, 17 & 18, 2014s
Technology Focus: ICT, life science, and cleantech
Geographic Focus: Belgium, Netherlands and Luxembourg
Venture Academy was held on the first day of the event.

From May 2014 Europe Unlimited has extended these offerings to companies accelerated by Atalanta partners. Since then Europe Unlimited has been posting the different events on f6s platform’s ATALANTA group. Companies that have gone through one of the Atalanta accelerators are then invited to the respective investment forums and receive feedback on the quality of their materials provided before the selection process and then, once selected, will be invited to a session to improve their pitch and materials. Europe Unlimited’s strength lies in connecting entrepreneurs with the right investors. These investors are mainly Venture Capitalist or Corporate Venture Capitalist who look for companies who have successfully survived the pre-seed and/or seed stage, i.e. they have either graduated from an accelerator, raising some angel financing and/or have been incubated. Thus Europe Unlimited wants to help Atalanta accelerated companies in their next step of development, that is, when they are actively seeking venture capital money or want to expand internationally.

The team liaised during the months of May to August 2014 with all Atalanta partners to find out about the start and end dates of the accelerator programmes. In the meantime, Europe Unlimited also communicated about its different investment forums and investment readiness academy keeping these open to all companies accelerated by Atalanta partners to apply, participate and get exposure.

Actions taken/ to be taken in this direction:

- Europe Unlimited included in its flagship event, the European Venture Summit (8-9 December 2014) a specific track for Atalanta accelerated companies
- Liaise with Atalanta accelerators to identify companies who are ready to attend such investment forums and seeking venture capital funding.
- Contact these companies individually and coach them to fill out the two-page business plan and answer to questions they might have about the investment events and how they might get the most out of it.
• Deliver one-hour webinars, specially designed for Atalanta accelerated companies, on following topics:
  o Alternative financing models – VC funding, Crowd funding, angel funding, etc. and their pros and cons.
  o Why attend VC events and how to make the best of the experience?
  o How to create an effective investment presentation?
• Organise investment coaching workshop for Atalanta accelerated companies, prior to an investment forum, where experienced business coaches and serial entrepreneurs will coach the companies to optimise their pitch deliveries and prepare them for meetings with investors.

This is a first experience that will be replicated for future events.

**Beta-i:**

During the first reporting period, ATALANTA organised three editions of the Lisbon Challenge, two of which, The Fall 2013 and the Spring 2014 edition, are now concluded.

Planning of transnational cooperation: Beta-i coordinated the planning of transnational cooperation elements, mainly:

- A scheme for exchange of start-ups among accelerators. Such a scheme is highly desirable for start-ups planning internationalisation campaigns;
- Coordination of mentoring on European level to benefit from expertise scattered in Europe;
- Organisations and events to exchange best practice.

These components will be actively used by all partners during the second iteration, starting in April 2014.

**H-Farm Italia**

WP3 is the core work package for ATALANTA accelerators and the most important one for H-FARM because of its role as WP leader. Within this task H-FARM had to analyze all inputs provided by the Consortium and especially coming from F6S, in order to make a first evaluation of the status of ATALANTA’s start-ups. The report took into account several indicators such as the geographical coverage of accelerators and of start-ups presenting their ideas. All data referring to start-ups were analyzed through aggregated data according to markets, personnel, stage, sum of money requested, mentors’ evaluation etc... etc... The last chapter of the accelerator report (D3.1) has been dedicated to the achievements of the first iteration and to a first appraisal of its results.

H-FARM has been involved in WP3 since the very beginning and throughout all the first year of the project (according to the decision of the consortium to synchronize ATALANTA’s activities with real accelerators during the KOM in Lisbon, 27-09-2013).

During the first year of the project, 2 editions of H-CAMP were implemented:
I. H-CAMP FALL 2013 (September - December)
II. H-CAMP SPRING 2014 (February - May)

H-CAMP is a 3 months acceleration program (+2 months call for ideas). Once the call for ideas is over, we make a first selection of 40-50 high quality ideas/projects and then the investment committee (founders, executives and main partners) chooses the most interesting ones that deserve to enter the H-CAMP. Once the acceleration program has started, each team receives the “start-up it”, composed of all the tools/materials they will need and a detailed plan of all activities they will perform.

H-CAMP team work in a very close contact with all the start-ups and help them validating as soon as possible their business model and trying to solve the numerous problems connected with the corporate development.

Moreover, each week 3 external mentors come to the H-CAMP in order to help all the start-ups. They usually are successful managers coming from big enterprises, corporate advisors or successful start-uppers. Those mentors hold, with the help of the H-CAMP team, lectures on specific sectors but especially one-to-one meetings with every single start-up. Those meetings have a double function: they help the start-uppers not only to understand deeply the most common issues, but also to build their ecosystem of networks.

It is important to remember also our several technical partners (such as Amazon, Google, Facebook, Microsoft, etc.) providing free services such as: smartphones for testing; advises for optimization of advertisement investments, web marketing, coding, etc.

At the end of the acceleration period, each start-up has a big opportunity during the Demo Day/Demo Night. Specifically, on 5 June, 2014 all start-ups have been presented during this year’s demo night events and the new call for ideas for H-CAMP Fall 2014 has been launched. During the Demo night our start-ups can pitch their ideas in front of about 60 international investors. After their public speech, each start-up may have one-to-one meetings with the investors interested in their project.

Over the last years H-CAMP succeeded in expanding its network and finally reaching the GAN (global accelerator network). This important success allows us to share the best practices with the best accelerators.

During this first year of ATALANTA 12 start-ups have been accelerated and H-FARM decided also to invest in some of them for a total amount of about 165,000€.

F6S

The leader of WP3, H-FARM, and Beta-i asked F6S for help on the elaboration of the Accelerator Report (D3.1). The fundament of this report consists of statistical data concerning applicants and participants of the accelerator programs and funding achieved by them with the help of the accelerator network. Since most of these data are already available in the platform, the creation of the report could be accelerated and partly automated. The experience was also used to assess the potential of the platform as an analytics and evaluation tool for the project as well as for individual participants.
**Stats reporting**

Accurate reports on ATALANTA partner accelerator performance is of a huge importance. Informative reports allows for improvements in the application process, thus resulting in increased number of applicants and increased quality of applications. Informative reports also allows program managers to identify key areas of the selected startups and adapt the program (invite respectable mentors etc) to provide specific help. Reports can also be presented to European Commission to inform them on the current progress, accelerator performance and to profile & categorise startups and startup founders (eg.: by gender, age, location, market, education etc).

Therefore F6S set-up a reporting solution for ATALANTA accelerators, organised a webinar for the partners to present possible use-cases and benefits of the reports as well to educate on report generation. A format of ATALANTA reports was created and F6S manually generated reports for each batch/program for all the partners, running their accelerator programs through F6S (see also above, WP3)

The consortium decided to move some F6S’ effort to WP3 to finance F6S’ support for reporting activities.

**SILICON SENTIER**

Le Camping has run its 5th season from November 2013 to March 14. It includes the selection of 12 startups over 250 applications thanks to a high-level jury of experts and investors, and a 6 months acceleration well-crafted program.

The 4th month, we organized a demo day tour with the startups to meet investors in several European cities: Paris, Luxembourg, London, Berlin. We were connected with more than 120 Investments funds, Business Angels, and Family offices. The goal was also to strengthen the relationships with European accelerators and innovative places.

Since July, we are in the process of selecting the next batch of 12 new innovative startups, and using F6s platform for this. We are supported by Atalanta partners to communicate to their startups networks in each country. The 6th season of acceleration will start in September 14.

**ASSOCIACION TETUAN VALLEY**

The Tetuan Valley Startup School runs for 6 weeks, where the teams work both on their pitching capability and on validating their business model. The program finishes with a prototype. A Demo Day is held at the end of each TVSS.

Moreover, alumni from all the sessions passing by and give feedback to the teams. Feedback sessions are a key asset in our program, because they allow teams to lose the fear to speak in public, learn to express themselves in a foreign language (which a strong issue in Spain) and receive valuable advice from experts, entrepreneurs, mentors and alumni from our community.
The three editions of the TVSS during the period were:

- **IX Tetuan Valley Startup School Madrid, October-December 2013:**
  In October 2013 (M2) Tetuan Valley Startup School Madrid began its IX edition. The promotion of the IX edition of TVSS Madrid, as well as the evaluation of the applications received and selection process was concluded before ATALANTA started. Due to our successful promotion we received applications from promising new startups. After 2 months of the startup school, teams presented their projects to partners within our community that are specialized in fostering entrepreneurs. 11 teams participated in this edition, from which 9 graduated.

- **X Tetuan Valley Startup School Madrid, April-May 2014:**
  In the X edition of the TVSS Madrid participated 11 selected teams, from which 8 graduated, mainly focusing on ideas involving open source data, trends analytics or platform using bitcoin protocol among others.

- **IV Tetuan Valley Startup School Barcelona, April-May 2014:**
  Within our expansion strategy one key hub is Barcelona. Barcelona has a strong ecosystem of startups. For this reason we re-opened our program in Barcelona. This spring we organized our 4th edition in this city. Our community is not as strong as it is in Madrid, so we had to put an extra effort in dissemination and promotion for this edition.
  The core of the program is the same in both locations, six weeks from the idea to prototype. We give the entrepreneurs a toolbox to start working on their projects, also put in them with the best actors on the Barcelona prominent ecosystem.
  From the 8 teams that participated in the IV TVSS Barcelona, 6 graduated presenting their projects in the Demo Day.

**Balkan Unlimited**

Balkan Unlimited has managed to launch the SuperFounders acceleration program in September 2013, which since has developed into a transnational program running physical and online activities in three countries: Montenegro, Bosnia and Herzegovina and Macedonia.

Throughout the two graduated batches of startups, it had helped accelerate 15 startups from these countries, focusing on achieving their problem-solution fit.

On July 7th 2014, a Demo Day was organized to present the graduated startups in Skopje, Macedonia. Mentors and investors from abroad were invited to coach and evaluate the startups for potential investment. The event hosted 50 participants from Macedonia, Bosnia and Herzegovina, Montenegro, Greece, United Kingdom and Albania.

Balkan Unlimited was engaged in co-organizing three iterations of Balkan Venture Forum in the reporting period:

- BkVF Tirana, November 2013 with 250 participants
- BkVF Sarajevo, May 2014 with 250 participants
- BkVF Nova Gorica, November, 2014, pending
ATALANTA was promoted as a part of the communication campaign for these events.

All these events allow from 30 up to 50 companies to present their business to investors and advisors, for the purpose of evaluation and receiving spotlight for a potential investment.

Prior to all of these events, special purpose coaching seminars were organized in order to improve the investment readiness and pitching skills of the presenters.

Balkan Unlimited participated in the project meetings contributing to the coordination and planing activities for:
- Exchange program for startups between project partners, for the purpose of internationalization;
- Coordinating the mentor capacity and creating a skill matrix of our available mentors to the project partners, for the purpose of better utilization and assistance to startups.

**Significant results**
During the first iteration, 1158 start-ups have applied for acceleration programmes in the scope of the project. About 10% of these start-ups (about 100 graduates) managed to raise funds in the course of the acceleration programmes. The average investment per company is than €200K amounting to almost €25M.

The execution of the first Atalanta acceleration iteration resulted in:
- Intensified transnational cooperation and share of concepts;
- Design of a new instrument, the “startup exchange scheme”
- Coordination of common activities, in particular creation of a common mentoring and start-ups database;
- Intensified use of available platforms (F6S) and Enrichment of available features on this platform (e.g. application portal, statistics);
- Start to work on an improvement of benchmark parameters to evaluate the performance of the ATALANTA programs;
- Planning of the Paris Accelerator Summit, scheduled for December 2014.
- Widened outreach of partners’ accelerator programs and events through mutual use of promotion networks and strengthened ties to knowledge creators;
- New capacititation programs (e.g. Tetuan Valley’s “extra workshops”)
- Ties with other European and global projects and initiatives in the area of start-up support (e.g. London Lisbon Challenge Roadshow, cooperation with Kinnernet, cooperation on EUHub).

**Key deliverables**
D3.1 (Report on Accelerator Programs) provides an overview of the main achievements of the accelerators during the first year.
Deviations

1. Schedule
   In compliance with the decision of the KOM, the timing of this work package has been changed. It was kicked off immediately after project start.

2. Success Criteria;
   During the first year, it turned out that the success criteria defined in the proposal are not appropriate (anymore) because
   a. The reality of accelerators has changed: the planned figures are much below the real values obtained today;
   b. The pipeline suggested by the criteria does not reflect the real work flow of partners very well.
   The consortium is currently working on the definition of new success criteria that will be presented to the commission still in 2014.

3. Deliverable D3.2 (Start-up Database) is delayed. The start-up database is actually available and the partners are in the process of feeding it with data.

WP4 Office Hours
Start Date: M1
End Date: M36
WP leader: Beta-i

Progress towards objectives
The new instrument of office hours has been introduced at 4 of 5 accelerators (with more than 2.500 office hours preformed at partners) and the first tools for virtual office hours have been implemented in the F6S platform (“private groups”).

Work Progress and achievements during the period

Europe Unlimited:
Although Europe Unlimited has not organised office hours, many of its support measures could be considered as such. These activities have been reported as part of WP3.

Beta-i:
Beta-i as provided more than 1.800 Office Hours in the course of the first three editions during the first reporting period. Additionally, Beta-i coordinated the integration of Office Hours into the practice of all accelerator partners.

H-Farm Italia
Office Hours is an experimental support concept provided to ATALANTA start-ups. H-FARM started with some experiments during the first year but especially after the end of H-CAMP.

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<th>START-UP 1</th>
<th>START-UP 2</th>
<th>START-UP 3</th>
<th>START-UP 4</th>
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<tr>
<td><strong>Week</strong></td>
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<td>May 19-23</td>
<td>April 7-11</td>
<td>June 2-6</td>
<td>May 12-16</td>
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<tr>
<td><strong>Deliverable</strong></td>
<td><strong>Financial Scenarios</strong></td>
<td><strong>Pitch Deck in English</strong></td>
<td><strong>Revenue Forecast</strong></td>
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<td>Business Plan</td>
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<td><strong>Problem</strong></td>
<td><strong>Cost Structure Development</strong></td>
<td><strong>Presentation Effectiveness based on specific audience</strong></td>
<td><strong>Many and Confused Revenue Sources</strong></td>
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<tr>
<td>Target Customer Definition</td>
<td><strong>Cost Structure Development</strong></td>
<td><strong>Presentation Effectiveness based on specific audience</strong></td>
<td><strong>Many and Confused Revenue Sources</strong></td>
</tr>
<tr>
<td><strong>H-FARM Support</strong></td>
<td><strong>Brainstorming with the team to list all costs involved in their business for a couple of different scenarios.</strong></td>
<td><strong>Support in rationalization of current presentation and in effective language translation.</strong></td>
<td><strong>Rationalization of revenue sources by cluster + prioritization of target customer.</strong></td>
</tr>
<tr>
<td>Discussion with H-CAMP staff and mentors evaluating pros and cons of different possible target customers (B2B, B2C)</td>
<td>Brainstorming with the team to list all costs involved in their business for a couple of different scenarios.</td>
<td>Support in rationalization of current presentation and in effective language translation.</td>
<td>Brainstorming over different possible sources of revenue, obtaining then a short list of top 3 priority revenue types.</td>
</tr>
<tr>
<td>Supported in preparing questionnaires and in defining next steps plan.</td>
<td>Delivered various examples of cost analysis and cost structure to help come out with a reasonable list.</td>
<td>Helped by connecting the team with a presentation design expert/mentor and followed up by the H-CAMP team in order to guarantee the effectiveness of the message especially in English for the specific target of Investment Bankers.</td>
<td>Supported the team in visualizing this information on the pitch decks to maximize the clarity of the message for the various stakeholders.</td>
</tr>
<tr>
<td>Supported also in redefining the business model based on the decision of pursuing the B2B market. Support made by weekly session with different mentors from Strategy side.</td>
<td>Supported also in adjusting the various assumptions for both fixed costs and variable costs given different type of revenues scenarios.</td>
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</table>
To lay ground for the virtual platform, out of its own recourses, F6S has developed a tool called Private Groups – a private place for program managers, mentors, investors to communicate with teams, share information, ask questions etc. This way F6S introduced an expandable tool that connects the internal user community of the accelerator program and reuses the infrastructure and data gathered at the application process, so no other tool is required. The tool is expandable with additional features and few of them are on the roadmap for development. The tool was already used during the elaboration of the first Accelerator Report and will be used to generate other reports such as the mentor and startup database.

**SILICON SENTIER**

The selection of mentors: The speed-dating at 1 & 1 smart

Since the beginning of Le Camping program, we have been iterating on the selection process. Until Season 5, we have met every potential mentors early in the season during a "speed-dating" group and the choice of “Lead Mentor” (the main mentor, following a startup on regular basis) was by mutual affinity. This season, we have decided to go further on the imported model of TechStars, one of the biggest US accelerator, each startup will do 1&1 meeting with 10 to 20 mentors, including Le Camping Alumni. These mentors are selected depending on the needs of the startup from the current batch: strengthening the market knowledge, coaching the management and organization of the team, etc. During the first month, startups have thus to meet a lot of qualified people and get a lot of valuable feedback, to identify possible patterns business. Following these appointments, the startup will select 1-5 mentors in accordance with the Management Team. A senior mentor is identified: it is the "Lead Mentor", and other mentors who can intervene more promptly, called "Back Mentors".

**MASTER CLASS**

We have been running many master classes with French and international mentors. As examples, here is a list of different mentor we have

- Startup Anatomy with Fadi Bishara (US)
- Sharing Experience with Renaud Visage, CEO Eventbrite
- Branding Workshop with BETC Agency
- "How can you boost your traffic acquisition?”, Thomas Faire-Duboz, CEO Converteo
- How to manage press relationship, with PPM Agency
- Learn to pitch with Annabelle Roberts (Canada)
- How to convince a VC? With Partech International
- Master Class on SEO, with Damien ANFROY
- Mobile Strategy with Joana Picq (US)
- Sharing experience with Martin Destagnol, Founder & CEO @ Reedian

**ASSOCIACION TETUAN VALLEY**
Tetuan Valley has not yet integrated Office Hours in its daily practice.

**Balkan Unlimited**

During the SuperFounders acceleration programs, Balkan Unlimited provided regular coaching sessions for its startups, reviewing scheduled areas and ad hoc issues.

Additionally open startup meetups were provided once per week, to startups involved in the program but also any entrepreneur that wanted to engage with our mentors and receive advice.

**Significant results**

- Successful introduction of the “office hours” concept at Beta-i, H-Farm, Silicon Sentier and Balkan Unlimited;
- + 2,500 Office hours provided
- Introduction of implementation means of remote office hours in the F6S platform.

**Key deliverables**

D4.2 Virtual Platform is available for use by project partners and the community.

**Deviations**

Schedule: In compliance with the decision of the KOM, the timing of this work package has been changed. It was kicked off immediately after project start.

Office Hours have not yet been introduced into all partners’ work. More coordination and exchange of experience is needed on this topic.

An important deviation is the delay of the deliverable:

- D4.1 Report on Office Hours;

  The report was delayed because of partners’ work load.

**WP5 Synergies**

Start Date: M1
End Date: M36
WP leader: Europe Unlimited
Progress towards objectives

During the reporting period, the consortium has organised (or participated in) a series of regional and international venture summits and pitching events, including Alpine, Benelux, Balkan, LeWeb and Lisbon Venture Summit. Partners have also supported their start-ups during pitching and networking at international events such as GAM in Israel and WebSummit in Dublin. Furthermore, the consortium is organizing a major international event, the Venture Summit in Düsseldorf scheduled for December 2014. In this context a Fast Track to Investment was implemented for ATALANTA start-ups.

Work Progress and achievements during the period

Europe Unlimited:

The activities in WP5 are a natural continuation of support activities in WP3. These activities offer to those who received support in WP3, opportunities to pitch in front of investors, network and take part in personalized meetings with investors and relevant corporate groups. Europe Unlimited has organized the following programmes in the course of the first reporting period:

- The Alpine Venture Forum, May 6th, 2014: 37 emerging entrepreneurs (12 ICT) active in ICT, Life sciences and Clean technology from Switzerland, Italy and France presented to 50+ Swiss and International investors, business angels and corporate representatives. A venture academy on May 5th preceded the forum, where 12 ICT entrepreneurs were coached by 6 industry experts and coaches and prepared to pitch in front of the investors the next day.
- The Balkan Venture Forum (Bosnia), May 15&16, 2014: 32 start-ups (26 ICT) from Albania; Armenia; Bosnia & Herzegovina; Bulgaria; Croatia; Greece; Italy; Kosovo; Montenegro; (FYRO)Macedonia; Romania; Serbia; Slovenia; and Turkey presented to 20 international investors and industry experts. A venture academy on May 15th preceded the forum, where all entrepreneurs were coached by 9 industry experts and coaches.
- The Benelux Venture Forum, June 18, 2014: 45 upcoming innovative companies (21 ICT) from Belgium, Netherlands and Luxembourg presented to 45 VCs, Corporate investors and Business Angels. A venture academy on June 17th preceded the forum, where 5 ICT entrepreneurs were coached by 3 industry experts and coaches.

And the following programmes are launched but not yet closed at the time of this report:

- European Venture Contest Women innovative Entrepreneurship, online – End of October: 12 women entrepreneur active in ICT applied to this online competition and top 6 will be selected by a jury of investors and honoured at the European Venture Summit.
- Italian Venture Forum, Torino – November 4, 2014: 42 promising Italian SMEs will present to a mixed audience of 40 investors, industry experts and academics. This year’s Italian Venture Forum will have a special focus for the companies and investors in sectors where ICT intertwines with life science and cleantech, namely, Smart Mobility, Smart Systems & Manufacturing, Smart Healthcare. A venture academy on November 3 will also be organised to coach and prepare the entrepreneurs for their pitches and meetings with investors.
- Nordic Venture Forum, Copenhagen – 6 November 2014: 50 selected companies from Iceland, Norway, Denmark, Sweden, Finland or Estonia, Latvia and Lithuania; active and innovative either in Online & Mobile, Technology, Life Sciences, Cleantech or Food present to 45 VCs, Corporate
investors and Business Angels. Usually 30 ICT companies are selected and 25 to 30 ICT investor attend the forum. A venture academy on November 5 will also be organised to coach and prepare the entrepreneurs for their pitches and meetings with investors.

- Balkan Venture Forum - COINVEST, Nova Gorica, Slovenia – 12 & 13 November 2014: 50 startups from Albania; Armenia; Bosnia & Herzegovina; Bulgaria; Croatia; Greece; Italy; Kosovo; Montenegro; (FYRO)Macedonia; Romania; Serbia; Slovenia; and Turkey will present to 30+ international investors and industry experts. A venture academy will precede the forum, where all entrepreneurs will be coached by industry experts and mentors.

- GreenCity Investment Forum, Paris – 18 November 2014: The event will unite 28 innovative companies, operating in the green & smart city sector who will pitch their innovation, developments and needs to a jury consisting of around 40 business angels, venture capitalists, corporate investors and other industry experts. A venture academy will precede the forum, where all entrepreneurs will be coached by 9 industry experts and mentors. This is a good opportunity for ATALANTA companies offering software or IT solutions to make transport, energy consumption, building construction more efficient meet investors.

- Cleantech Summit Rotterdam – 20 & 21 November 2014: 70 high profile international investors will meet Cleantech’s top 56 CEOs active in energy efficiency, smart mobility and logistics, delta & water and environmental, and bio economy and materials. Energy efficiency, and smart mobility and logistics are interesting fields involving more and more internet of things. Thus the summit will provide a fruitful experience for companies operating in the ICT space making energy consumption and transportation more efficient. As part of this programme, a full-day Investment Readiness Program will be organised in October where 22 selected Dutch companies will receive coaching from 13 mentors. A venture academy will also be organised on November 19, to coach the 36 emerging companies pitching at the summit.

Atalanta was promoted as part of the communication campaign of the above events. Applicants to these events have been supported to improve their business proposition and those selected have the opportunity to participate in the preparatory workshops to improve their pitch and investment readiness and ultimately as part of WPS participate to the events and do a live pitch in front of investors and take part in personalized meetings with investors and relevant corporate groups.

Besides these opportunities offered to Europe Unlimited’s supported companies, Europe Unlimited is also giving the most promising companies accelerated by the Atalanta partners a fast track access to the European Venture Summit. More than 100 VC and Corporate investors will spend 2 days scouting for the best companies to invest in. Europe Unlimited will make sure that Atalanta alumnis take part in this opportunity and are well prepared and equipped.

This collaboration between the different accelerators is a first test but will be for sure repeated and extended if the results are satisfactory.

How the goal is to be achieved:

- All Atalanta partners send a list of their 3 most promising start-ups to Europe Unlimited.
- Europe Unlimited coaches these start-ups to fill out a two-page business plan (discussed in details under WP4)
• Europe Unlimited organises a webinar to better prepare the start-ups for their participation at the EVS.
• Europe Unlimited organises a special coaching session where experienced business coaches will work with the start-ups to optimise their pitch deliveries and give useful pointers to win investors.
• Europe Unlimited organises an Atalanta investment pitch session where the start-ups pitch to a panel of VCs and corporate investors.
• Europe Unlimited organises an Atalanta discussion panel during the EVS, where thought leaders and investor discuss the future of innovation and how accelerators can work together to boast entrepreneurship and increase the value of European start-ups.

\[\text{Beta-i:}\]

Beta-i actively supported EUN, leader of WP-5, in the coordination and planning of synergy activities. The most important activity in 2014 will be the Venture Summit in December 2014 organised by EUN. Beta-i supported EUN in the design and planning of this event and, in particular, in the integration of this event into the ATALANTA context. EUN will offer special track for ATALANTA start-ups like a fast track with an internal application process managed among partners.

- Furthermore, Beta-i visited the following investment event: **IE Venture Day (London)** – UK’s most influential investors and entrepreneurs, share their experiences and judge our start-up competition
  Participants: 200
  Areas of Interest: Incubators, Accelerators, Innovation, Startups, Investors

Beta-i organised a big European event, several events inside its accelerator and an international roadshow and went to several international events to present the ATALANTA project.
- **LIS Lisbon Investment Summit (Lisbon)** – Where Europe’s top investors, business angels and VCs meet the startups of the future. Including the Startup Europe event.
  **Participants**: 600
  **Areas of interest**: ICT Startups, European Investors

**H-Farm Italia**

H-FARM has been involved in this WP throughout the first year of the project.

WP5 activities for H-FARM can be mainly described as the natural continuation of WP3 actions. Activities belonging to this WP and performed by H-FARM can be divided into 2 main tasks:

I. Always in “black box” H-FARM provided additional support to its start-ups but, unlike WP4, Office Hours, this time the scope of the task is preparing the start-up for the investor world. During this specific task our start-ups have been prepared also for the Demo Night (June 5 2014).


II. Within the activity of networking, in order to build the ecosystem of start-ups and look for investors, a huge importance lies on H-FARM networks: national and international. We are regularly visiting international events, above all held in the US, Israel and Europe so that we count on an extraordinary chance to meet new investors and to extend the existing networks.

The events actively joined by H Farm during the first year of ATALANTA, where we have been playing a role in terms of speeches or special guests, are:

I. **Campus Party 2013** (London)
   It is an annual week-long, 24-hours-a-day technology festival where thousands of hackers, developers, gamers and technophiles immerse themselves in a truly unique environment.
   
   Recognized as the biggest electronic entertainment event in the world, Campus Party unites young minds in technology and science under the idea that “the Internet is not a network of computers, it’s a network of people.” The festival features over 500 hours of talks, debates, workshops, competitions and hackathons related to science, innovation, digital entertainment and creativity.


II. **IDCEE 2013** (Kiev)
   It is an annual gathering in the heart of Central Eastern Europe intended for internet entrepreneurs, VCs and angel investors, CEOs and CTOs of IT companies, IT professionals, bloggers and digital media who gather under one roof for two days to discuss internet and technology (TOP-5 European Conference on Internet Technologies)

   [https://www.youtube.com/watch?v=pnVEPsHioLg](https://www.youtube.com/watch?v=pnVEPsHioLg)

III. **DLD (Tel Aviv)**
   Israel's largest international Hi-tech gathering took place and featured 100s of startups, VC’s, angel investors and leading multinationals. Tel Aviv is the ideal venue for this event, boasting top technological talent, the highest VC investments per capita and multi national centers for tech industry leaders.
IV. WebSummit (Dublin)
It has been called “the best technology conference on the planet”. Attendees range from Fortune 500 companies to early startups.


V. NOAH Conference (London)
It is one of the most preeminent European events where Internet CEOs and investors gain deep insights into the latest proven concepts, network with senior executives and establish new business relationships. The conference is widely recognized for its in-depth analysis of Internet businesses and trends; the event is ultimately an opportunity for participants to interact with speakers and be inspired.


VI. LeWEB (Paris)
It is the most important international conference for digital innovation where visionaries, startups, tech companies, brands and leading media converge to explore today’s hottest trends and define the future of business.

http://leweb.co/about/

VII. GAM (Israel)
The third edition of the Global Accelerator Meeting is being held in Israel, bringing together 60 of the top Accelerators and Investors from all over the world. The Global Accelerator Meeting is a unique and exclusive event open by invitation only, conceived by H-FARM in 2012.


VIII. Latitude 59 (Tallinn)
The goal of the conference is to bring together innovators and startup entrepreneurs in Tallinn, Estonia to meet angel investors, VC's and those supporting the global expansion of companies.

http://latitude59.ee/speakers

IX. SMAU 2013 (Milan)
Smau is the most important Italian event dedicated to Information&Communication Technology designed to help main national and international suppliers of ICT solutions meet entrepreneurs, corporate and public administration decision makers and ICT channel operators: a meeting during which the cutting-edge technological novelties and benefits for business deriving from adoption of digital technologies will be presented.


X. LIS – Lisbon Investment Summit (Lisbon)
The Lisbon Investment Summit is a 2-days investment event that connects the best international startups with Europe’s top investors, business angels and VCs.

http://www.lis-summit.com/#the-agenda

**F6S**

N/A

**SILICON SENTIER**

We organised a demo day tour in Paris, London, Berlin and Luxembourg. To invite the right investors in each place, we asked our Atalanta partners to help us promote the events and give us their database of contacts.

A highlight was the organisation of LeWeb, an international accelerator, venture and pitch event.

**ASSOCIACION TETUAN VALLEY**

At the end of each Tetuan Valley Startup School we hold a Demo Day where the teams present their final pitches, present a demo of their products and graduate from the startup school. During the IX edition of Tetuan Valley Startup School 16 students from 9 different teams graduated on Demo Day in December. They presented their projects in front of investors, entrepreneurs, other students, and members of the Tetuan Valley community. Demo Day takes place as a first contact with the public to help each team gain visibility.

TVSS Demo days are open to other members of the entrepreneurship community in Spain, offering our startups a first contact with the public and allowing them to gain visibility in the Spanish startup community.

The ATALANTA project was presented at all three Demo Day’s, where there was an attendance of around 70 persons on every event, including investors.

Our alumni startups, an important asset in our synergy network, were demanding higher level talks, more focused on their needs. For them we created the **advanced workshops:**


**Significant results**
- Active preparation of start-ups before they meet with investors, improving their investor readiness and chances to better negotiate with investors.
- Venture forums and summits (e.g. Alpine, Benelux, Balkan, LeWeb and Lisbon Venture Summit);
- Planning of the Venture Summit, December 2014, in Düsseldorf with a Fast Track for ATALANTA start-ups;
- Participation in international venture forums and pitch events (e.g. GAM, WebSummit).

**Key deliverables**
No deliverables are due for this reporting period. The first deliverables in WP5 are due in M16.

**Deviations**
Schedule: In compliance with the decision of the KOM, the timing of this work package has been changed. It was kicked off immediately after project start.

**WP6 Exploitation and Dissemination**
Start Date: M1
End Date: M36
WP leader: Beta-i

**Progress towards objectives**
During the reporting period, the Consortium preliminarily defined exploitation of project results and defined the dissemination strategy. Dissemination means were set up according to the strategy, including websites, social media and facilities on the F6S platform. Partners visited many events to promote ATALANTA as well as other European initiatives in support of entrepreneurship, among others ICT Conference in Vilnius 2013, Brussels EUHub 2014, LeWeb 2013 and 2014. Additionally, partners used their networks to promote the project and its activities. Relevant partner organisations are, for instance, EBN; Brains2Ventures and YCombinator.

The consortium also contributed the EUHub.

The activities were continued on the level of individual promotion and dissemination activities by partners, such as promotion events and regional cooperation. Partners included information on ATALANTA into their newsletters, websites and other promotion material.

**Work Progress and achievements during the period**
**Europe Unlimited:**

Europe Unlimited contributed to an updated version of the dissemination plan, lead by F6s and Beta-i, which incorporates the addition of the European Venture Summit and the NUMA European Accelerator Summit as formal additions to the ATALANTA calendar. In particular it highlighted the importance of an integrated marketing approach which highlights the program through the different dissemination channels of each of the partners.

The key goals here were:

- To effectively promote, in alignment with the project partners, opportunities accelerator graduates to take part in direct investor-interactions after their graduation from the different programs.
- To promote the other Atalanta activities by accelerators to the E-Unlimited networks of entrepreneurs.

In addition Europe Unlimited actively promoted their event series, the European Venture Contest, towards the wider network of start-ups, investors and regional clusters, accelerators and public sector bodies with an interest in the start-up ecosystem. To this purpose it used the following channels:

- Direct mailings for each event
- Targeted messaging on the E-Unlimited Network group on LinkedIn (2,000 subscribers)
- Twitter
- Third-party mailings through business partners such as EBN, EBAN, Brains2Ventures, IDCEE, Startups.be, etc.
- Via f6s platform

**Beta-i:**

Beta-i designed the basis for the external communication material, in particular project logos, and made this material available to project partners. Beta-i also set up the project website (www.atalantaproject.eu) and contributed to the EUHub accelerator portal.

Right after project start, press releases were written for the local media in Portugal and translated to English for international media. The English version was made available to all partners. Beta-i visited the following international events to present the ATALANTA project:

- **ICT 2013 (Vilnius)** - The conference features top ICT professionals from industry, academia, research. Speakers from across the ICT sector will address a range of issues from cloud computing, broadband, ICT infrastructures, ICT skills, cyber security, long term visions on the future and much more. Experts presented details on how to participate in the next EU’s Research Programme - Horizon 2020. A special focus was made on Digital Futures - a journey into 2050’s futures and policy challenges.
  
  **Participants:** 5000
  
  **Areas of interest:** ICT, Cloud, Digital, Broadband, Web

- **LeWeb (Paris)** - LeWeb is the most talked-about international conference for startups and web entrepreneurs. It kickstarts businesses, attracts the global media and discovers the next Big Ideas. It gathers today’s brightest technological innovators and visionaries,
explores several market segments and their potential trajectory, as well as technology as a whole.

Participants: 3000

Areas of interest: Social media, Digital, Web, Mobile, Startups, Investors

- EUHUB Project (Brussels) - It provides a platform where innovative ICT start-ups can access support services to help their businesses grow. Support is available to help them throughout their development, from raising capital, accessing legal advice, through to moving into new international markets. A major kick-off with all partners was organized in Brussels, where Atalanta was presented.

Participants: 50

Areas of Interest: Incubators, Accelerators, Innovation, Startups

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**H-Farm Italia**

H-FARM exploited its channel of communication through some actions such as:

1. Creation of a specific page (in Italian and English) for ATALANTA

   From the page, it is possible to acquire information about the goals of the Project, the participants and to watch a video presentation made by Mr. Ricardo Marvão from Beta-i. The purpose of these means is mainly to make ATALANTA, as well as other European initiatives in support of entrepreneurship known in Italy, especially among the start-up and investor community, but also among decision makers in politics and business.

2. Social networks, targeted to start ups, investors, start up supporters, potential start uppers and digital entrepreneurs, young people interested in innovation, journalists, which had the goal of
   a. making ATALANTA project known in Italy and, specifically, to start ups
   b. making start ups aware of the contributions provided by the EU to their sectors and the digital ecosystem
   c. make Italian decision makers aware of these opportunities

LinkedIn:
H-FARM Ventures H-FARM and other six top European accelerators are part of the ATALANTA Project, a network that intends to support the startups and SMEs’ ecosystem. Read the news:

**H-FARM partner of the ATALANTA Project**

h-farmventures.com · The top European accelerators launch the ATALANTA Project to foster entrepreneurship and innovation.

Facebook:

H-FARM Ventures ha condiviso un link.
Pubblicato 12 giugno

H-FARM is partner of the ATALANTA Project, a network formed by the top European accelerators that has the goal of promoting #innovation and #entrepreneurship.


Twitter:
**F6S**

F6S as a community for startups is a dissemination platform in itself, therefore most dissemination work was done on the platform with the intention to increase the outreach to users through the website, in particular ATALANTA partner profiles and newsletters were set up. F6S, along with Beta-I was leader of Web Presence task in WP6. While Beta-I took care of the ATALANTA project website and social network communication, F6S was leading a task of establishing web presence in the F6S community. This was done by making sure that all/most activities organised by the partners (accelerator programs, events, hackatons, conferences) were published and connected to F6S, therefore can be reached by the community. Individual calls with partners were made to discuss possible exploitation activities and how F6S could help to achieve them.

F6S has disseminated ATALANTA project, its activities and accelerators while networking in start-up & ICT oriented events (some of bigger ones are ICT in Vilnius and Mobile World Congress), however most of the dissemination has been accomplished by a direct business development F6S does to startup incubators & universities. While talking with these actors, F6S touched base on ATALANTA and encouraged actors to connect with accelerators participating in the project.

**Networking**

F6S’ main objective is to gather an active online community and it is our primary goal, therefore F6S does not organise events/conferences nor attends them too often. Though, during the last year couple of conferences were attended – Mobile World Congress in Barcelona and several EU events. In all of those
events, F6S networked with people and disseminated F6S involvement in ATALANTA activities and possible action points and benefits for the users/startups.

**Exploitation**

F6S were looking for ways to exploit the project, identify key players that were not yet on the network and that could create impact to European startups and synergies with ATALANTA project and accelerator programs of the partners. Therefore contact was made with EC funded FI-PPP program with 16 accelerators directed to Startups and SMEs in Europe in different markets. F6S provided an infrastructure for FI-PPP accelerators to run through F6S, thus making it easy to connect FI-PPP communities with a community of ATALANTA and vice-versa. Also, adding FI-PPP to the F6S network allowed ATALANTA partners to direct their supported startups that needed further support/mentorship to a respectable FI-PPP accelerator.

**SILICON SENTIER**

We have been focused on promoting ATALANTA and the events of our partners through our newsletter and our materials, and obviously used F6S systematically for our selection process. We have targeted various events that will take place in the second semester of 2013, where we want to have a speaker slot and promote Atalanta (Pirate Summit, Web summit ,Slush, ...)

**ASSOCIACION TETUAN VALLEY**

Within WP6, Tetuan Valley has focused on promoting the ATALANTA project by receiving press coverage and attending several events. The ATALANTA project, through Tetuan Valley’s activity in the media, has appeared on several radio programs, newspapers and specialized magazines both online and offline. Dissemination of the project also occurred during the promotion of the different editions of the Tetuan Valley Startup School in the media, including radio, press and online magazines. Tetuan Valley keeps an updated record of such events, articles and media coverage for the ATALANTA project.

Additionally, we started to run a monthly meetup, inviting members of our community, external speakers and people from our community based in Madrid. This has become the perfect opportunity to bring people from our community and explain them the future projects of Tetuan Valley and ATALANTA updates.

Tetuan Valley’s strong presence in social media also allowed us to make extensive dissemination of ATALANTA activities while echoing also from the main activities of the consortium partners. The major events organised by Tetuan Valley and were we were invited as speakers and presented ATALANTA are listed in the events table in Section 7.

**The F6S platform** has been used in several ways during the period:

- Create and update Tetuan Valley’s profile, including historical information about our acceleration programs.
- Encourage our mentors and students to create their own profiles and become involved in F6S to gain visibility.
- Create the profiles for our X and IV startup schools in Madrid and Barcelona, managing the communications with our teams through the platform.
- Managed the evaluation and selection processes of IV TVSS Barcelona and X TVSS Madrid: creation of the application for and evaluation of the teams.
- Creation of Tetuan Valley Active Startups profile, for alumni startups.
- Feedback sessions with F6s team in order to improve the user experience of the platform and our profiles.

**Balkan Unlimited**

For the purpose of promoting the SuperFounders program, its startups and the eco-system, Balkan Unlimited participated at international events:
- Pioneers Festival in Vienna, 2013
- European Venure Summit in Dusseldorf, 2013
- The Pirate Summit in Cologne, 2014
- Startup Weekend Vlasic 2014
- Startup Live Novi Sad 2014
- MOBIP in Thessaloniki, 2014
- Startup Island, in Hvar 2013
- Rock Paper Startups Rijeka, 2013
- SarajevoFTW, 2014

**Significant results**

- Preliminary exploitation and dissemination plan, including the first dissemination concept;
- Set-up of dissemination infrastructure (website, linkedin, twitter and facebook groups, hashtags, etc, ATALANTA group on F6S);
- Promotion of ATALANTA on a series of events, including (ICT Conference in Vilnius 2013, Brussels EUHub 2014, LeWeb 2013 and 2014 and many others);
- Partner websites, newsletters;
- Promotion of ATALANTA at partners’ events;
- Contribution to the EUHub;
- Intense networking with other projects and organisations (EBN; Brains2Ventures,YCombinator).

**Key deliverables**

D6.1 Preliminary Exploitation Plan; this report presents the planning of partners concerning the exploitation of project results and the dissemination strategy of the project.

**Deviations**

The Atalanta online presence was established at the beginning of the project before our strategy was aligned with the platform recommended by the Commission when the EUHub promotional platform was put in place. Because of the developments of the EUHUB platform, the Atalanta website was abandoned and not further developed. Now that the EUHUB platform was in its turn abandoned, the consortium is looking to develop an Atalanta website again and has set up a temporary landing page on f6s.
2.3 Project management during the first period

Consortium management tasks and achievements

In Atalanta, responsibilities of the project management is split between 2 partners: Europe Unlimited (the financial coordinator - FCO) and Beta-i (the technical coordinator - TCO).

The FCO is the main communication interface to the European Commission (EC) for financial matters and is responsible for the financial administration (account management, payments, monitoring of budget and expenditure, legal and contractual matters) while the TCO is in charge of technical an operational matters.

Project Management tasks organized through WP1 established the project management processes and procedures in order to ensure an effective planning, implementation, co-ordination, achievement of the diverse project activities involved in the development of the project and manage contractual issues, technical, administrative, finance, communication and knowledge management inside the project, as well as the relationships between the project and the European Commission.

Management tasks in the first period were performed by Beta-i and EUN in close cooperation. According to the DoW, EUN focused on financial, legal and contractual matters, whereas Beta-i took care of the management of the work, preparation of deliverables and internal and external communication, with a close cooperation between both coordinators.

EUN finalised the Grant Agreement with the EC. The signature of the grant agreement took more time than expected and was only signed more than 4 months after the start of the project due to changes of partner legal entities. In this period, Europe Unlimited has managed all the contacts with the partners to get the necessary documents signed and supplied to the Commission and ensure they all have accessed to the grant agreement.

Once the grant agreement was signed, Europe Unlimited received the pre-financing and distributed it to the partners without delay. The first payment was received on 12 February 2014 and the payment was distributed among partners on 17 February 2014, according to their pro-rata in the budget. The table below gives the details of the distribution of the pre-financing.

EC-Prefinancing: 605946 €
Guarantee Fund: 5% of total funding: 56807 €
Amount Received from EC by the FCO: 549139 €

<table>
<thead>
<tr>
<th>No</th>
<th>Beneficiary Name</th>
<th>Budgeted EC Contribution</th>
<th>% Budgeted</th>
<th>Amount transferred</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>EUROPE UNLIMITED</td>
<td>190250,00</td>
<td>16,75%</td>
<td>91954,30</td>
</tr>
<tr>
<td>2</td>
<td>BETA-i</td>
<td>284550,00</td>
<td>25,05%</td>
<td>137532,70</td>
</tr>
<tr>
<td>3</td>
<td>H-Farm Italia</td>
<td>150125,00</td>
<td>13,21%</td>
<td>72560,52</td>
</tr>
<tr>
<td>4</td>
<td>F6S NETWORK LIMITED</td>
<td>89937,00</td>
<td>7,92%</td>
<td>43469,61</td>
</tr>
<tr>
<td>5</td>
<td>SILICON SENTIER ASSOCIATION</td>
<td>154672,00</td>
<td>13,61%</td>
<td>74758,24</td>
</tr>
<tr>
<td>6</td>
<td>ASSOCIACION TETUAN VALLEY</td>
<td>153672,00</td>
<td>13,53%</td>
<td>74274,91</td>
</tr>
<tr>
<td>7</td>
<td>Balkan Unlimited</td>
<td>112942,00</td>
<td>9,94%</td>
<td>54588,71</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1136148</strong></td>
<td><strong>100,00%</strong></td>
<td><strong>549139</strong></td>
<td></td>
</tr>
</tbody>
</table>
At the beginning of the period, Beta-i had strong involvement in the formalisation of the project. Beta-i authored the Consortium Agreement and the first deliverable, the Project and Quality Management Plan (PMP, Deliverable D1.1). Beta-i set-up the project-internal communication and management infrastructure, namely:

- A project folder shared on dropbox;
- A Basecamp collaboration interface;
- Management tools, including control tables for action items, deliverables, project schedule and events;

Beta-i defined templates for project documentation (deliverables, memos, minutes of meetings, etc.) and designed the project and quality management procedures. The first deliverable, the project and quality management plan that describes the procedures and templates was compiled and delivered to the EC.

Since, for most of the partners, ATALANTA is the first European project, a lot of question arose concerning financial and legal issues as well as matters of reporting and the practical organisation of the work. The coordinators dedicated significant effort to providing advice and help on the set-up of partners’ internal project management facilities through e-mail and skype/phone.

During the first reporting period, the coordinators authored three deliverables in the scope of Management:

- D1.1: Project and Quality Management Plan (PMP)
- D1.2: First six-monthly management report
- D1.3: Second six-monthly management and first periodic report (the current document).

But many reports are currently delayed, namely:

- D2.1: Promotion Plan
- D2.2: Report on Bridging Evaluation
- D2.3: Report on non-explored Research
- D2.4: Mentor Database
- D2.5: Project Catalogue
- D3.2: Startup Database
- D4.1: Report on Office Hours

During the first iteration, partners mainly used their already available dissemination channels and means to promote their programmes. These means are very effective in relation to the individual programs – as number of applications, quality of participants, etc. show – but, besides graphical material developed in the scope of WP6, partners did not integrate their activities very well. Partners, therefore, have decided to review the dissemination and promotion strategy of the consortium as a whole including considerations how to make better use of available means such as the F6S platform. This review is currently ongoing. Related deliverables (D2.1, Promotion Plan) were delayed to reflect the updated promotion plan.

During the KOM, the project officer and the consortium agreed that it could be difficult to integrate a significant share of start-ups coming from European research projects into partners’ acceleration programs. It was therefore decided to redefine the exact scope of deliverables dedicated to start-ups from this context. Discussions are still ongoing. It was therefore decided to delay deliverable D2.3 and D2.5 until a meaningful context is defined.
During the elaboration of deliverable 3.1, the great potential of the F6S platform for reporting became apparent. The platform is able to provide data for most of relevant indicators to measure the performance of the promotion, acceleration and synergy work of the partners, such as number of applications, start-up profile and funding. Unfortunately, the data are not yet complete and uniform for all accelerators. The consortium has decided to delay the report until the data are completed. For details on deliveries, please refer to the table in section 2.3 (Deliverables).

Communication between the partners was a priority since the beginning of the project and the project coordinators have put a great effort in making personal contact and communication among the partners in order to ensure a common understanding and detailed plan, as well as timely completion of the work to be done.

During the first reporting period the following meetings were held:

<table>
<thead>
<tr>
<th>Nature</th>
<th>Date</th>
<th>Location</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>KOM</td>
<td>27.09.2013</td>
<td>Lisbon</td>
<td>Project Kick-Off</td>
</tr>
<tr>
<td>PMC</td>
<td>21.02.2014</td>
<td>Skype</td>
<td>Coordination meeting to coordinate on-going work</td>
</tr>
<tr>
<td>PMC</td>
<td>16.05.2014</td>
<td>Skype</td>
<td>Coordination of on-going work and planning of the work of the next six months</td>
</tr>
<tr>
<td>Bi-weekly PMC</td>
<td>19.08.2014</td>
<td>Skype</td>
<td>First bi-weekly meeting to coordinate on-going work, in particular: planning of promotion campaigns, success criteria, events 2014</td>
</tr>
</tbody>
</table>

The minutes of these meetings are part of the project documentation and have been delivered to the project officer.

Besides these Consortium meetings, Telcos and several bilateral/multilateral meetings also took place during period 1 to support internal organization of activities.

<table>
<thead>
<tr>
<th>Nature</th>
<th>Date</th>
<th>Location</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coordination</td>
<td>19.12.2013</td>
<td>Skype</td>
<td>Progress since KOM (EUN, Beta-i)</td>
</tr>
<tr>
<td>Coordination</td>
<td>17.01.2014</td>
<td>Skype</td>
<td>Coordination call between EUN &amp; Beta-i</td>
</tr>
<tr>
<td>Working lunch</td>
<td>23.1.2014</td>
<td>Brussels</td>
<td>Working lunch between EUN &amp; Beta-i</td>
</tr>
<tr>
<td>Coordination</td>
<td>11.02.2014</td>
<td>Skype</td>
<td>Coordination call between EUN &amp; Beta-i</td>
</tr>
<tr>
<td>Coordination</td>
<td>25.03.2014</td>
<td>Skype</td>
<td>Coordination call between EUN &amp; Beta-i</td>
</tr>
</tbody>
</table>

Problems which have occurred and how they were solved or envisaged solutions
From management perspective, the consortium encountered several difficulties. The most important is the growth of most of partners’ acceleration programs, which, in itself, is a positive fact, but led to increased workload partly affecting colleagues working on the project and to a rescheduling of most of the programs (as reported in D1.2 and D3.1). This affected the timeline of the first iteration of the project as well as the deliverables of the first reporting period. Changes concerning the first iteration were reported in D3.1. Delays of deliverables as foreseen by the consortium were communicated directly to the project officer (please refer to the deliverables table below).

Another difficulty resulting from the changed reality of the accelerator partners is the success criteria as defined in the proposal and the DoW. The quantitative criteria foreseen two years ago are heavily outperformed by reality, partly by a factor of 5-10. In addition to that the organisation of the criteria does not correspond to the current work flow of partners. The consortium, therefore, is currently working to replace the old criteria by better measurements in the scope of WP3. More details on this issue are provided in D3.1 as well as in the section dedicated to WP3 in this document.

During the first iteration, partners mainly used their already available dissemination channels and means to promote their programmes. These means are very effective in relation to the individual programs – as number of applications, quality of participants, etc. show – but, besides graphical material developed in the scope of WP6, partners did not integrate their activities very well. Partners, therefore, have decided to review the dissemination and promotion strategy of the consortium as a whole including considerations how to make better use of available means such as the F6S platform. This review is currently ongoing. Related deliverables (e.g. D2.1, Promotion Plan) were delayed to reflect the updated promotion plan.

During the KOM, project officer and the consortium agreed that it could be difficult to integrate a significant share of start-ups coming from European research projects into partners’ acceleration programs. It was therefore decided to redefine the exact scope of deliverables dedicated to start-ups from this context. Discussions are still ongoing (see deliverables table below).

**Changes in the consortium**

Since 1st of May 2014, Silicon Sentier is called NUMA. The administrative change of name is still undergoing, This change was communicated to the Commission and all needed official documents will be sent to the EC once all official papers are available.

No changes of beneficiaries and no changes of legal status for any partner were reported during the first period.

**Deviations**

The most important deviations during the first year were:

1. Synchronisation of project structure with real accelerator timeline; In the proposal, the project was scheduled according to the work flow of the project as a whole with the following pipeline: Bridging -> Acceleration -> Synergy. In reality, this stages are much
more integrated in the work of the accelerators. Furthermore, the accelerator programmes do not start all at the same time. In consequence, the different stages of the process are continuously executed throughout the year. To take this into account, work packages WP2-WP5 were all started at the beginning of the project and are constantly open until the end of the project. This issue was already discussed during negotiation and the kick-off meeting and agreed by all partners and the representative of the commission.

2. Delay of deliverables; As discussed above, many deliverables are currently delayed. The reasons are threefold:
   a. A higher work-load on acceleration on many partners due to rapidly growing interest in the programs;
   b. Lack of data in the platform that can be used for measuring success and for reporting. The consortium is currently working on closing this gap (see WP3); the first edition of the deliverables affected by this issue will be prepared before the end of the year.
   c. During the KOM, it has been decided to move the focus of some deliverables (see WP2). The discussion on defocusing is not yet concluded. The deliverables will be prepared, when the discussions have been closed later this year.

3. Change of scope of deliverables (see 2.c).

4. Success Criteria; During the first year, it turned out that the success criteria are not appropriate because
   a. The reality of accelerators has changed: the figures are much below the real values obtained today;
   b. The pipeline suggested by the criteria does not reflect the real work flow of partners very well.
3. Deliverables and milestones tables

**Deliverables**

<table>
<thead>
<tr>
<th>Del. no.</th>
<th>Deliverable name</th>
<th>Version</th>
<th>WP no.</th>
<th>Lead beneficiary</th>
<th>Nature</th>
<th>Dissemination level(^5)</th>
<th>Delivery date from Annex I (proj month)</th>
<th>Actual / Forecast delivery date Dd/mm/yyyy</th>
<th>Status No submitted/Submitted</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>D1.1</td>
<td>Project and Quality Management Plan</td>
<td>1.0</td>
<td>1</td>
<td>Beta-i</td>
<td>R</td>
<td>RE</td>
<td>30-09-2013</td>
<td>01-03-2014</td>
<td>Submitted</td>
<td></td>
</tr>
</tbody>
</table>

\(^5\) PU = Public

PP = Restricted to other programme participants (including the Commission Services).

RE = Restricted to a group specified by the consortium (including the Commission Services).

CO = Confidential, only for members of the consortium (including the Commission Services).

Make sure that you are using the correct following label when your project has classified deliverables.

**EU restricted** = Classified with the mention of the classification level restricted "EU Restricted"

**EU confidential** = Classified with the mention of the classification level confidential "EU Confidential"

**EU secret** = Classified with the mention of the classification level secret "EU Secret"
<table>
<thead>
<tr>
<th>D1.2</th>
<th>First Progress Report</th>
<th>1.0</th>
<th>1</th>
<th>Beta-i</th>
<th>R</th>
<th>RE</th>
<th>28-02-2014</th>
<th>15-03-2014</th>
<th>Submitted</th>
</tr>
</thead>
<tbody>
<tr>
<td>D1.3</td>
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<td>1</td>
<td>Beta-i</td>
<td>R</td>
<td>RE</td>
<td>31-08-2014</td>
<td>30-10-2014</td>
<td>Submitted</td>
<td>This document</td>
</tr>
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<td>R</td>
<td>RE</td>
<td>28-02-2015</td>
<td>15-03-2015</td>
<td>Not Submitted</td>
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<tr>
<td>D1.5</td>
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<td>D1.6</td>
<td>Fifth Progress Report</td>
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<td>28-02-2016</td>
<td>15-03-2016</td>
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<td>Beta-i</td>
<td>R</td>
<td>PU</td>
<td>31-08-2016</td>
<td>30-10-2016</td>
<td>Not Submitted</td>
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</tr>
<tr>
<td>D2.1</td>
<td>Promotion Plan</td>
<td>2</td>
<td>F6S</td>
<td>R</td>
<td>PP</td>
<td>31-10-2013</td>
<td>15-12-2014</td>
<td>Not Submitted</td>
<td>This report was delayed to reflect the review of the promotion and dissemination strategy currently performed by the consortium</td>
</tr>
<tr>
<td>D2.2</td>
<td>Report on Bridging Evaluation</td>
<td>2</td>
<td>Beta-i</td>
<td>R</td>
<td>PP</td>
<td>31-05-2014</td>
<td>15-12-2014</td>
<td>Not Submitted</td>
<td>This report was delayed to reflect the review of the promotion and dissemination strategy currently performed by the consortium</td>
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<td>D2.3</td>
<td>Report on Non-explored Research</td>
<td>2</td>
<td>Beta-i</td>
<td>R</td>
<td>PU</td>
<td>31-05-2014</td>
<td>31-12-2014</td>
<td>Not Submitted</td>
<td>This report is undergoing redefinition as agreed during the KOM</td>
</tr>
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<td>P</td>
<td>RE</td>
<td>31-05-2014</td>
<td>15-12-2014</td>
<td>Not Submitted</td>
<td>Databases are being defined in the F6S platform. The consortium is currently reviewing how to reflect data not present in the database.</td>
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<td>Beta-i</td>
<td>P</td>
<td>RE</td>
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<td>31-12-2014</td>
<td>Not Submitted</td>
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<td>R</td>
<td>PU</td>
<td>31-05-2014</td>
<td>01-08-2014</td>
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<td>P</td>
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<td>15-12-2014</td>
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<td>31-12-2014</td>
<td>Not Submitted</td>
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<td>F6S</td>
<td>P</td>
<td>PU</td>
<td>31-05-2014</td>
<td>31-12-2014</td>
<td>Not Submitted</td>
<td>The consortium is currently defining the use of the platform.</td>
</tr>
<tr>
<td>------</td>
<td>------------------</td>
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<td>---</td>
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<td>------------</td>
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<td>Report on Synergies</td>
<td>5</td>
<td>EUN</td>
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<td>RE</td>
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<td>31-12-2014</td>
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<td>Databases are being defined in the F6S platform. The consortium is currently reviewing how to reflect data not present in the database.</td>
</tr>
<tr>
<td>D5.2</td>
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<td>Beta-i</td>
<td>P</td>
<td>RE</td>
<td>31-12-2014</td>
<td>31-12-2014</td>
<td>Not Submitted</td>
<td>Databases are being defined in the F6S platform. The consortium is currently reviewing how to reflect data not present in the database.</td>
</tr>
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<td>31-01-2014</td>
<td>15-07-2014</td>
<td>Submitted</td>
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<td>Beta-i</td>
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<td>31-08-2016</td>
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<td>D6.4</td>
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<td>31-08-2016</td>
<td>31-08-2016</td>
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## Milestones

### Table 2. Milestones

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<tr>
<th>Milestone no.</th>
<th>Milestone name</th>
<th>Work package no.</th>
<th>Lead beneficiary</th>
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<th>Achieved</th>
<th>Actual / Forecast achievement date dd/mm/yyyy</th>
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<td>KO</td>
<td>1,2,6</td>
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<tr>
<td>MS2</td>
<td>Bridging I</td>
<td>2</td>
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<td>MS3</td>
<td>Acceleration I</td>
<td>3,4</td>
<td>HFARM</td>
<td>01-08-2014</td>
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<tr>
<td>MS4</td>
<td>Synergies I</td>
<td>5</td>
<td>EUN</td>
<td>01-02-2015</td>
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<tr>
<td>MS5</td>
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<td>MS6</td>
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<td>MS11</td>
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<td>All</td>
<td>Beta-i</td>
<td>31-08-2016</td>
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</tbody>
</table>

Comments:
MS2: Not all deliverables have been submitted, see comments in deliverable table and discussions in the work packages.
4. Explanation of the use of the resources and financial statements

The following table shows the person months spent in the first Reporting Period (M1-M12) of Atalanta project. As this is the first period reporting, the table is identical to the cumulated table of person months spent.

<table>
<thead>
<tr>
<th></th>
<th>E-Un</th>
<th>Beta</th>
<th>HFarm</th>
<th>F6S</th>
<th>SISE</th>
<th>Tetuan</th>
<th>Balkan</th>
<th>Total</th>
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</table>

The consortium needed 72.49 PMs to carry out the activities and to complete the tasks performed in the first reporting period. It represents 46.76% of total project effort spent.
The diagram below shows the consumption of resources in terms of person months for the individual WPs. These numbers are compared to the planned used of person month stated in the Workplan table WT6 of Annex I – Description of Work.