



FP7-contract n°: 632738

D2.1 - REPORT 1 OF ACTIONS ON COORDINATED PROMOTION OF THE OPEN CALLS

Abstract

This document summarizes activities before and after start of FI-C3 to promote the Open Calls and provides an outlook on planned promotional activities after M06

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Executive summary

The document starts with a review on all promotional activities that have been achieved before the first call for application in the open calls has been officially launched (*Chapter 1*).

Chapter 2 provides an overview on all activities to promote participation accomplished after publication of the first open call. This includes a broad range of events such as road shows, round tables, conferences, hackathons. FI-C3 partners organized many of the presented activities, but also joined the activities of other accelerators or international networks.

Hence, more than 40 events have been attended in the first six month of the project. The events are presented in chronological order and each event is described by objectives, outcomes, and lessons learned, with the aim to allow for the derivation of lessons learned for improvement the open call process in the second phase of application.

In *Chapter 3* reports networking activities with the other FI-Ware accelerator projects as well as the Use-Case Projects of FI-PPP Phase 2. As the FI-PPP dissemination group coordinated by CONCORD and the Special SME task force have faded out and migrated into the several interest groups established by the 16 accelerators, FI-C3 concentrated on networking activities with the other accelerators sharing the same focus areas. This is demonstrated in the Barcelona workshops where the interest group of media accelerators became united. Other coordination actions were taken during participation to the FI-PPP Steering Board meetings.

Chapter 4 gives an outlook on the promotional and networking activities that are planned for the period after Month 06 (March 2015).

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1 Activities before FI-C3 start

1.1 SME Task Force meetings

Place and date of activity: In Phase 2 of the FI-PPP Programme (Spring 2013) the SME task force was founded across all projects in the programme to welcome the phase 3 participants. The meetings were regular telephone conferences. Carmen Mac Williams, Director of Grassroots Arts, was one of the 6 members of this task force.

Type of activity: Drafting of a recommendation paper for the FI-PPP workgroups.

Objective: Discussions and decisions on recommendation for the FI-PPP workgroups and projects how to harmonize the terms and conditions of the technologies in order that the sub-grantees of phase 3 could commercialise the FI-PPP enablers. recruit participants, meet stakeholders, ...

Audience: The target groups were the FI-PPP participants

Outcomes, Feedback: The outcome was a cross-workgroups harmonized understanding how we should support the phase 3 participants.

Lessons Learned: The most important thing was to harmonize the terms and conditions of the enablers for the phase 3 sub-grantees to set up FILAB and FI-C2 Lab.

1.2 Cebit 2014 (Announcement of Open Calls)

Place and date of activity: CEBIT 2014 was in March 2014 in Hannover.

Type of activity: Announcement during the FI-CONTENT 2 presentations and booth activities, that FI-C3 will be one of the 16 accelerators and will soon announcing open call to SMEs based on FIWARE and the FI-C2 media enablers

Objective: Attract SMEs in the area of media to the open calls in phase 3.

Audience: SMEs, web developers, research organisations

Outcomes, Feedback: Many SMEs applied to the FI-C3 open call and all the FI-PPP open calls.

Lessons Learned: It was a great place to announce the FI-PPP open calls.

1.3 FIA Athens 2014

Place and date of activity: The FIA conference was in Athens in March 2014.

Type of activity: Announcement during the FI-CONTENT 2 presentations and booth activities, that FI-C3 will be one of the 16 accelerators and will soon announcing open call to SMEs based on FIWARE and the FI-C2 media enablers

Objective: Attract SMEs in the area of media to the open calls in phase 3.

Audience: SMEs, web developers, research organisations

Outcomes, Feedback: Many SMEs applied to the FI-C3 open call and all the FI-PPP open calls.

Lessons Learned: It was a great place to announce the FI-PPP open calls.

1.4 ECFI 1 (Announcement of Open Calls)

Place and date of activity: The ECFI 1 was on April 2nd and 3rd at Brussels.

Type of activity: Announcement during the FI-CONTENT 2 presentations and booth activities, that FI-C3 will be one of the 16 accelerators and will soon announcing open call to SMEs based on FIWARE and the FI-C2 media enablers

Objective: Attract SMEs in the area of media to the open calls in phase 3.

Audience: SMEs, web developers, research organisations

Outcomes, Feedback: Many SMEs applied to the FI-C3 open call and all the FI-PPP open calls.

Lessons Learned: It was a great place to announce the FI-PPP open calls.

1.5 Barcelona FI-C2 Pre-Workshop

Place and date of activity: The Barcelona FI-C2 Workshop was in Barcelona in May 2014 just before the phase 3 negotiation meeting. Grassroots Arts was one of the co-organiser of this workshop next to the coordinator of FI-CONTENT 2.

Type of activity: All selected phase 3 accelerators in the area of media were invited to this workshop. Most accelerators attended the workshop to learn about the FI-CONTENT 2 enablers and to suggest a cross programme activity to support phase 3 sub-grantees in the area of media.

Objective: Attract Accelerators to use the media enablers as well as create coordinated action to support phase 3 sub-grantees.

Audience: Accelerators

Outcomes, Feedback: Most accelerators were interested about the FI-C2 enablers, but needed more support from FI-Content 2.

Lessons Learned: There was a real need for FI-Content 2 enablers and there should be a clear support from FI-C2 for the sub-grantees to use and commercialise them.

2 Promotion of First Open Call

2.1 ECFI 2 Conference

During the ECFI 2 conference, taking place from September 16-18 at the TU Munich, the FIWARE programme has been officially launched. Each of the 16 accelerators was given the opportunity to occupy a booth. The FI-C3 booth was centrally located and received a lot of interest from the different stakeholders. The FI-C3 promotion material was in place and our consortium partners were present to promote the first open call which was launched on November 1 and closed November 30. The ECFI II event welcomed some 400 people with a background as developers, entrepreneur and accelerator, who could experience the FIWARE technology first hand.

2.2 FI-C3 1st Call Presentation in Málaga (MAC)



Figure 1 1st Open Call Presentation in Málaga

Place and date of activity: Málaga (Spain), September 3rd 2014

Type of activity: Online presentation

Objective: Raise awareness about FI-C3 and FIWARE Accelerators. Attract participants.

Audience: SMEs, Web-Entrepreneurs, policy makers - 32 Participants.

Outcomes, Feedback: FIWARE is not on the spot yet. A16 accelerators are a great opportunity for Start-ups and entrepreneurs. We will have a lot of applicants. FIWARE technical support is needed.

Lessons Learned: Deeper FIWARE presentation needed for future presentations.

2.3 FI-C3 1st Call Presentation in Nantes (I&R)

Place and date of activity: Nantes (France), September 11th 2014

Type of activity: Presentation

Objective: Raise awareness about FI-C3 and FIWARE Accelerators. Attract participants

Audience: SMEs and Web-Entrepreneurs - 45 Participants.

Outcomes, Feedback: FIWARE is not well known in France so FIWARE technical support will be needed.

Lessons Learned: Explain very clearly where the information can be found for potential applicants.

2.4 FI-C3 1st Call Presentation in Lannion (I&R)

Place and date of activity – Lannion (France), September 11th 2014

Type of activity: Presentation

Objective: Raise awareness about FI-C3 and FIWARE Accelerators. Attract participants

Audience: SMEs and Web-Entrepreneurs - 20 Participants

Outcomes, Feedback: FIWARE is not well known in France so FIWARE technical support will be needed

Lessons Learned: Explain very clearly where the information can be found for potential applicants.

2.5 FI-C3 and FIWARE Accelerators presentation in Madrid (MAC)

Place and date of activity: Madrid, September 24th 2014

Type of activity: Presentation and one-to-one interviews.

Objective: Raise awareness about FI-C3 and FIWARE Accelerators. Attract participants.

Audience: SMEs, Web-Entrepreneurs, policy makers, about 30 participants.

Outcomes, Feedback: FIWARE is not on the spot yet. A16 accelerators are a great opportunity for Start-ups and entrepreneurs.

Lessons Learned: Deeper FIWARE technology presentation needed for future workshops.

2.6 FIWARE info session - Funding for SMEs and developers to enter the Future Internet (iMinds)



Figure 2 FI-Ware Info Session Brussels

Place and date of activity: Brussels, September 30th 2014

Type of activity: Presentation and one to one talks

Objective: Raise awareness about FI-C3 and FIWARE Accelerators. Attract participants.

Audience: SME's, Entrepreneurs and interested people for the FI-C3 program – about 170 Participants.

Outcomes, Feedback: There is still little awareness on FIWARE, but once known, there is a lot of interest in the accelerator programs.

Lessons Learned: A broader presentation on FIWARE is needed on big events, before inviting people to a FI-Ware-specific event.

2.7 *Open Data Day Flanders (iMinds)*

Place and date of activity: Flanders, October 3rd 2014

Type of activity: Presentation and one to one talks

Objective: Raise awareness about FI-C3 and FIWARE Accelerators. Attract participants.

Audience: Start-ups, policy makers & developers

Outcomes, Feedback: Good to have a first introduction in FIWARE, but you feel that the community is more interested in networking at this event and learning about other projects

Lessons Learned: Approach this community via direct communication channels and the networks organisations around it

2.8 *SME knowledge fair Antwerp (iMinds)*



Figure 3 SME Knowledge Fair, Antwerp

Place and date of activity: Antwerp, October 7th 2014

Type of activity: Fair where we had a booth to inform attendees about the funding possibilities and business support

Objective: Outreach to the SMEs

Audience: SMEs, policy makers, Research institutes

Outcomes, Feedback: iMinds also participated in this event last year in Kortrijk, where we saw more traction then on this edition in Antwerp.

Lessons Learned: There is a regional difference in the interest of SMEs to participate in this event

2.9 FIWARE funding opportunities for Creative & Tech industry (iMinds)

Place and date of activity: Brussels, Oct 8th 2014

Type of activity: Pitch open call and program - Info and networking session organised by iMinds with the support of screen.brussels

Objective: Have a direct and open discussion with our potential target audience and hear what they're working on and expect from FIWARE/FI-C3 support

Audience: Creative companies in Media & Smart Cities domain

Outcomes, Feedback: Very positive! About 30 participants which made it easy to have open discussions and have a good feel on what's going on in the minds of these start-ups.

Lessons Learned: We have to do this more, bring together specific communities in small groups to open discuss the project

2.10 FI-C3 1st Call Presentation in La Roche Sur Yon (I&R)

Place and date of activity – La Roche Sur Yon (France), October 09th 2014

Type of activity: Presentation

Objective: Raise awareness about FI-C3 and FIWARE Accelerators. Attract participants

Audience – SMEs and Web-Entrepreneurs: 80 Participants

Outcomes, Feedback – FIWARE is almost unknown by participants.

Lessons Learned – Strong FIWARE presentation needed.

2.11 GA Agoria (iMinds)

Place and date of activity: Brussels, October 9th 2014

Type of activity: Pitch open call and program - Participation/Networking - the iMinds approach about Smart Cities research

Objective: Raise awareness about FI-C3 and FIWARE Accelerators. Attract participants

Audience : Agoria representatives.

Outcomes, Feedback: Get buy in from this organisation and stimulate them to spread the message towards their community and companies they're in touch with.

Lessons Learned: Good to go directly to larger organisations that have a network of Start-ups & SMEs who would be interested to apply for the program.

2.12 ICT Proposers Day (iMinds)

Place and date of activity: Florence, Italy, October 10th 2014

Type of activity: Event supported by the commission, participation by 3 iMinds colleagues (networking purpose)

Objective: Raise awareness about FI-C3 and FIWARE Accelerators. Attract participants

Audience : Research institutes and organisations

Outcomes, Feedback: Good event to network.

Lessons Learned: Good to attend the event and get to learn other parties within the Research environment.

2.13 Second Health 2.0 Chapter meeting Brussels (iMinds)

Place and date of activity: Brussels Tue, Oct 14th 2014

Type of activity: Pitch open call and program – Presentation

Objective: Raise awareness about FI-C3 and FIWARE Accelerators. Attract participants

Audience: Health entrepreneurs only – 20 participants

Outcomes, Feedback: Very good feedback and high application rate (and scores) from participants to FI-C3

Lessons Learned: Target specialised events

2.14 DSP Valley Smart Systems Industry Summit (iMinds)

Place and date of activity: Mechelen, October 14th 2014

Type of activity: Network & pitch open call and program

Objective: Raise awareness about FI-C3 and FIWARE Accelerators. Attract participants

Audience: Mixed public of entrepreneurs, industry and policy – 200+ participants

Outcomes, Feedback: Mediocre interest

Lessons Learned: Target specific public

2.15 FI-C3 1st Call Presentation in Paris (I&R)

Place and date of activity – Paris (France), September 23th 2014

Type of activity: Presentation

Objective: Raise awareness about FI-C3 and FIWARE Accelerators. Attract participants

Audience: SMEs and Web-Entrepreneurs: 25 Participants

Outcomes, Feedback: questions raised regarding the IPR by the SME fearing to see their application catch by the enabler owner. French SMEs considered to start with delays compared to SMEs coming from countries where FIWARE is well known.

Lessons Learned: Convince the SME the application developed will be their property, and convince them even if we are not at the same level of knowledge in France compared to other countries this is really a great opportunity for them and this is the principle of a competition to compete with countries perhaps better trained.

2.16 FI-C3 1st Call Presentation in Le Mans (I&R)

Place and date of activity – Le Mans (France), October 14th 2014

Type of activity: Presentation

Objective: Raise awareness about FI-C3 and FIWARE Accelerators. Attract participants

Audience – SMEs and Web-Entrepreneurs - 25 Participants

Outcomes, Feedback – FIWARE is a very interested program with huge potential for the SMEs.

Lessons Learned – FIWARE seems to be known.

2.17 FI-C3 1st Call Presentation in Paris (I&R)

Place and date of activity: Paris (France), October 14th 2014

Type of activity: Presentation

Objective: Raise awareness about FI-C3 and FIWARE Accelerators. Attract participants.

Audience: SMEs and Web-Entrepreneurs - 35 Participants

Outcomes, Feedback: SMEs seem reluctant to apply, no uniform manner to apply to the A16 which is a barrier for them

Lessons Learned: Apply to several accelerators lead to a heavy workload due to many way of applications (rules, scope, content of the proposal).

2.18 Info session @ C-Mine (local incubator) (iMinds)

Place and date of activity: Genk, October 15th 2014

Type of activity: Info-session on the FIWARE program and presentation of the FI-C3 project

Objective: Raise awareness about FI-C3 and FIWARE Accelerators. Attract participants.

Audience: The local startup residents (about 15)

Outcomes, Feedback: Good to have one on one infosession to go more in depth to the startups/SME project

Lessons Learned: personal approach is being appreciated by the startups & SMEs

2.19 FI-C3 1st Call Presentation in Sevilla (MAC)

Place and date of activity: Sevilla (Spain), October 16th 2014

Type of activity: Presentation

Objective: Raise awareness about FI-C3 and FIWARE Accelerators. Attract participants.

Audience: SMEs, Web-Entrepreneurs, policy makers. - about 90 Participants

Outcomes, Feedback: A16 accelerators are a great opportunity for Start-ups and entrepreneurs. We will have a lot of applicants. FIWARE technical support is needed.

Lessons Learned: FIWARE still needs to be better disseminated. FIWARE weakness: will it last in the future?

2.20 Info session @ Telenet idealabs (local incubator) (iMinds)

Place and date of activity: Antwerp, October 16th 2014

Type of activity: Infosession on the FIWARE program and presentation of the FI-C3 project

Objective: Raise awareness about FI-C3 and FIWARE Accelerators. Attract participants.

Audience: The local start-up residents (about 15)

Outcomes, Feedback: Good to have one on one infosession to go more in depth to the startups / SME project

Lessons Learned: personal approach is being appreciated by the start-ups & SMEs

2.21 Digital First (iMinds)



Figure 4 iMinds at Digital First, Brussels

Place and date of activity: Brussels, October 16th 2014

Type of activity: Pitch open call and program-booth

Objective: Raise awareness about FI-C3 and FIWARE Accelerators. Attract participants.

Audience : Digital industry – 1000+ participants

Outcomes, Feedback: The companies that had a booth were more interesting to us then the participants to this event.

Lessons Learned: Target smaller and more specific events

2.22 FI-C3 1st Call Presentation in Valladolid (MAC)

Place and date of activity: Valladolid (Spain), October 21st 2014

Type of activity: Online presentation

Objective: Raise awareness about FI-C3 and FIWARE Accelerators. Attract participants.

Audience: SMEs, Web-Entrepreneurs, policy makers. About 30 Participants

Outcomes, Feedback: FIWARE is not on the spot yet. A16 accelerators are a great opportunity for start-ups and entrepreneurs.

Lessons Learned: Each A16 accelerator is different. It leads to a high workload for potential participants studying all the different accelerators, their scope, rules, application procedure, etc.

2.23 FIWARE & FI-C3 1st Call Presentation in Madrid (MAC)



Figure 5 1st Call Presentation in Madrid

Place and date of activity: Madrid (Spain), October 22nd 2014

Type of activity: Presentation

Objective: Raise awareness for FI-C3 1st Open Call and FIWARE technology. Attract participants to apply for the FI-C3 Accelerator. Spread FIWARE knowledge.

Audience: SMEs, Web-Entrepreneurs, policy makers. About 50 Participants.

Outcomes, Feedback: FIWARE is not on the spot yet. A16 accelerators are a great opportunity for Start-ups and entrepreneurs. We will have a lot of applicants. FIWARE technical support is needed.

Lessons Learned: Mostly local stakeholders attended the event. It is hard to disseminate outside your local region.

2.24 iMinds The Conference (iMinds)



Figure 6 iMinds The Conference, Brussels

Place and date of activity: Brussels, October 23rd 2014

Type of activity: Track in the afternoon during which the FIWARE program will be explained + demos at the demofloor

Objective: Raise awareness for FI-C3 1st Open Call and FIWARE technology. Attract participants to apply for the FI-C3 Accelerator. Spread FIWARE knowledge.

Audience: entrepreneurs, larger companies, policy makers, researchers, iMinds stakeholders

Outcomes, Feedback: Dedicated session to introduce FI-C3 & FIWARE attracted around 200 participants

Lessons Learned: Good to have a forum to inform a larger public.

2.25 Voka Health Community meeting (iMinds)

Place and date of activity: Brussels, October 24th 2014

Type of activity: Presentation FIWARE & pitch open call

Objective: Raise awareness for FI-C3 1st Open Call and FIWARE technology. Attract participants to apply for the FI-C3 Accelerator. Spread FIWARE knowledge.

Audience: Health industry & Policy-makers – 40 participants

Outcomes, Feedback: Good feedback on the technology-concept and interest in the accelerator

Lessons Learned: Policy events are not a good ground to attract entrepreneurs

2.26 UNIZO infosession (iMinds)

Place and date of activity: Brussels, October 28th 2014

Type of activity: Pitch open call and program

Objective: Raise awareness for FI-C3 1st Open Call and FIWARE technology. Attract participants to apply for the FI-C3 Accelerator. Spread FIWARE knowledge.

Audience: Unizo representatives

Outcomes, Feedback: Get buy in from this organisation and stimulate them to spread the message towards their community and companies they're in touch with.

Lessons Learned: Good to go directly to larger organisations that have a network of Startups & SMEs who would be interested to apply for the program

2.27 Creativity World Forum (iMinds)

Place and date of activity: Kortrijk, November 6th, 2014

Type of activity: iMinds booth and organisation of networking/matchmaking sessions

Objective: Raise awareness for FI-C3 1st Open Call and FIWARE technology. Attract participants to apply for the FI-C3 Accelerator.

Audience: Creative industry, entrepreneurs, policy makers (cities)...

Outcomes, Feedback: Good event to do a final outreach towards the community and inform those that were not yet aware of FI-C3

Lessons Learned: The effort of having a booth often doesn't compare with the outcome and requires a lot of follow up.

2.28 FI-C3 1st Call Presentation in Lorient (I&R)

Place and date of activity: Lorient (France), November 06th 2014

Type of activity: Presentation

Objective: Raise awareness about FI-C3 and FIWARE Accelerators. Attract participants

Audience: SMEs and Web-Entrepreneurs - 80 Participants

Outcomes, Feedback: Poor knowledge of FIWARE, but SMEs seem interested to apply.

Lessons Learned: FIWARE dissemination needed.

2.29 FI-C3 1st Call Presentation in Rennes (I&R)



Figure 7 Startup Weekend Rennes

Place and date of activity – Rennes (France), November 13th to 16th 2014

Type of activity: Bootcamp and Startup Weekend

Objective: Raise awareness about FI-C3 and FIWARE Accelerators. Attract participants

Audience: SMEs and Web-Entrepreneurs - 60 Participants

Outcomes, Feedback: Feedback from participants is very positive mainly for them to have access to coach which is the best way to get a proper support and to interact with people knowing perfectly FIWARE technology. A lot of SMEs after this event were convinced with the technology and confirmed their application in FIWARE accelerator program.



Figure 8 Wrap up of the FIWARE Startup weekend

Lessons Learned: This kind of event is probably the best way to create awareness around FIWARE and convince the applicant to apply.

2.30 Israel Start Up Bootcamp (GAR)

Place and date of activity: November 11, 2014 at the Crowne Plaza City Center Azrieli Square Building in Tel Aviv.

Type of activity: The Israel Start Up Bootcamp at the Germany Israeli Conference on IT and Media. Grassroots showed presentations of the FI-PPP and in particular FI-C3 open calls for phase 3 and had face-to-face meeting with Israel SMEs, who were interested in the open calls.

Objective: Attract SMEs in the area of media to the open calls in phase 3.

Audience: SMEs, web developers, research organisations

Outcomes, Feedback: Some SMEs applied to the FI-C3 open call and all the FI-PPP open calls.

Lessons Learned: It was a great place to announce the FI-PPP open calls.

2.31 EVENT: Smart City Expo World Congress (CIRO)



Figure 9 Smart City Expo World Congress

Place and date of activity: Barcelona (Spain), November 19-20th 2014

Type of activity: Presentation and workshop

Objective: Raise awareness about FI-C3 and FIWARE Accelerators. Attract participants.

Audience: SMEs, Web-Entrepreneurs, policy makers. - ~45 Participants

Outcomes, Feedback: FIWARE is not on the spot yet. We need to raise awareness about FIWARE and Accelerators.

Lessons Learned: More FIWARE support needed.

2.32 FI-C3 1st Call Presentation in Cologne (GAR)

Place and date of activity: Cologne, November 20th 2014

Type of activity: Grassroots organized an FI-C3 information day for the Cologne SME cluster for the first open call on November 2014 in Cologne. Grassroots showed presentations of the FI-PPP and in particular FI-C3 open calls for phase 3 and had face-to face meeting with Cologne SMEs, who were interested in the open calls.

Objective: Attract SMEs in the area of media to the open calls in phase 3.

Audience: SMEs, web developers, research organisations

Outcomes, Feedback: Some SMEs applied to the FI-C3 open call and all the FI-PPP open calls.

Lessons Learned: It was a great place to announce and explain the FI-PPP open calls.

2.33 IWT Advisors meeting (iMinds)

Place and date of activity: Brussels, February 3rd 2015

Type of activity: Pitch open call and FI-C3 program

Objective: Raise awareness about FI-C3 and FIWARE Accelerators. Attract participants

Audience: IWT representatives.

Outcomes, Feedback: Get buy in from this organisation and stimulate them to spread the message towards their community and companies they're in touch with. Very positive feedback of this crowd on the program and approach.

Lessons Learned: Good to go directly to larger organisations that have a network of Startups & SMEs who would be interested to apply for the program

3 Cross-Project-Coordination Activities

3.1 *CreatiFi and FI-C3 Collaboration*

As iMinds is partner in both the FI-C3 and CreatiFI acceleration programs, iMinds used the events they participated in as a means to promote both open calls and show the synergies between the acceleration programs. Of course keeping in mind that both programs have their own specific angle. CreatiFI targeted events where the creative industry was present. The focus domains of FI-C3 are part of that Creative community and therefore the perfect ground to disseminate the first open call.

By joining forces, this allowed us to be present at more events and inform more potential participants about the opportunities of the FIWARE program.

3.2 *FI-C2 Lab preparation*

Place and date of activity: The Barcelona FI-Lab2 Workshop will take place on March 5th, 2015 in Barcelona for all accelerators interested in FI-C2 Lab (the new support lab for FI-CONTENT2 enablers) and is a follow up meeting of the first workshop in Barcelona in May 2014 (see section 1.5 of this deliverable). Grassroots will participate for FI-C3 in this workshop.

Type of activity: All selected phase 3 accelerators active in the area of media are invited to this workshop. Most accelerators attended the workshop to learn about the new FI-C2 LAB supporting the FI-CONTENT 2 enablers. It will be a cross programme coordinated activity to support Phase 3 sub-grantees in the area of media.

Objective: Attract Accelerators to use the FI-C2 media enablers as well as create coordinated action to support phase 3 sub-grantees.

Audience: Accelerator projects.

Outcomes, Feedback: Most accelerators, which were interested about the FI-C2 enablers in the first workshop in 2014 but needed more support from FI-Content 2, will now via the FI-C2 Lab get the support they asked for.

Lessons Learned: The workshop in 2014 showed that there was a real need for FI-CONTENT 2 enablers and support from FI-C2 for the sub-grantees to use and commercialise them. The FI-C2 Lab is now the answer to this need. It will be the great opportunity to start coordinated actions with all accelerators interested in media for the next open calls to attract European SMEs to use and commercialise the FI-C2 Lab enablers.

3.3 *EVENT: 4th FIWARE Accelerators Meeting in Coimbra*



Figure 10 4th FIWARE Accelerators Meeting in Coimbra

Place and date of activity: Coimbra (Portugal), November 27th – 28th 2014

Type of activity: A16 FIWARE Accelerators coordination meeting and workshop.

Objectives:

- First Open Calls Facts & Figures – evaluate and improve
- KPI, Benchmarking and share of Open Call experiences within Accelerators – create and track!
- Acceleration programs from solo to united – create synergies!
- FIWARE today and tomorrow – look beyond 2016!
- One - to - one coaching sessions with the accelerators advisors.
-

Audience: FIWARE 16 Accelerators representatives, FIWARE representatives, Support Actions representatives, European Commission representatives, advisors and FIWARE Press Office representatives., about 30 participants.

Outcomes, Feedback: More coordination between all the stakeholders needed.

Lessons Learned: <https://asset1.basecamp.com/2125738/projects/6480330/attachments/126291071>

4 Planned activities (after M6)

Spring 2015

As outlook for the next months, FI-C3 partners are organising Phase 3 support workshops and hackathons in Spring 2015 for the 2nd open call in Brittany, Madrid, Cologne and Belgium.

March 2015

FI-C3 will start coordinated actions with the other accelerators interested in using the FI-C2 Lab with its enablers to announce the next open calls and to attract SMEs and web developers at the FI-C2 workshop for accelerators at Barcelona on March 5th.

The project will attend the Cebit Hannover (March 16-20), Netfutures conference on March 25th and 26th including Business workshops on March 24th (1 day for all 12 FI-C3 sub-grantees Business Modeling & Customer Development Workshops).

Mar 1st: Startup weekend Brussels, ageing population, Brussels (To be confirmed)

Mar 10th: European summit on innovation for active and healthy ageing, Brussels (To be confirmed)

March 2nd to 4th: 4YFN Event in Barcelona, Spain to raise awareness about FI-C3 and other FIWARE Accelerators Open Calls.

April 2015

In April or May 2015 in Valenciennes (France) a workshop, hackathon and conference is organized at the “Creative & Cultural Industry” event to raise awareness about FI-C3 2nd Open Call and the calls of other accelerators.

April 6th: First meetup Health 2.0 Brussels, Brussels (To be confirmed)

April 24th: IHE-Europe connectathon, Luxembourg (To be confirmed)

End of April: an info day about FIWARE will be held in Paris (NUMA) to raise awareness about FI-C3 2nd Open Call and other accelerators.

May 2015

Grassroots is involved to prepare the Media Summit FOKUS (May 2015) to present the FI-PPP Open Calls.

Grassroots is organizing in collaboration with FI-CONTENT2 and Startplatz Cologne a Developer workshop in Cologne for the second FI-C3 Open call to present FIWARE and FI-C2 Lab enablers.

June 2015

At June 4th in Nantes a one-day hackathon is organized during Velo City 2015 in Nantes, to raise awareness about FI-C3 2nd Open Call and other Accelerators.

September 2015

September 25th: AAL Forum, Ghent. Participation in the program & booth area.

5 Summary and recommendations for 2nd Open Call Promotion

The preceding chapters provided a comprehensive overview on a large number of activities that have been performed by the FI-C3 consortium to promote the open calls.

An encouraging outcome was that the overall feedback from participants on the programme was very positive: A16 accelerators appeared as a great opportunity for start-ups and entrepreneurs – wherever FIC3 and the programme were presented it aroused widespread interest among the targeted developer communities. Even if SMEs had a poor knowledge on FIWARE they were interested to apply.

The variety of the different visited events allowed us to better understand the requirements to spread and the calls efficiently and to provide exactly the kind information that the SMEs need and are expecting.

It also became clear that there is undoubted still room for improvement of the promotional activities that should be made effective for the next issue of the open calls.

Applicants need to understand very clearly where the required information can be found. Due to the diversity of different sources about the programme and the calls people can get easily confused (FI-Ware, FI-Lab, FI-C2 Lab, FI-C3 Page, F6S, ...). Available sources should therefore become even better streamlined and interconnected.

The fact that mostly local stakeholders attended the events made clear that is much more difficult to disseminate outside the local regions of the partners. The support of larger organisations that already established a contact network of Start-ups & SMEs is thus very helpful to reach large and wide-spread audiences.

Large events were useful to disseminate the open calls efficiently. At the same time, smaller events were as well highly appreciated because SMEs and start-ups liked the personal approach, which allowed for a more targeted support. Regarding exhibitions and trade fairs, the effort of having a booth often didn't compare with the outcome and requires a lot of follow up.

Some SMEs are afraid of losing their property rights when participating in the programme. Better clarifications should be given to make clear that any results will remain in the SMEs' property.

FIWARE still needs to be better disseminated. A deeper FIWARE technology presentation would be e.g. helpful for this purpose and also to support future workshops. A general weakness often criticized about FI-Ware is the uncertainty if it will last in the future.

Several activities to coordinate our promotional activities among the group of accelerator projects have been presented in Chapter 3. For effective coordination of promotional activities, FI-C3 had to deal with the constraints of a tight time schedule before the first call, and as well the different starting dates and schedules of the other accelerators. This also implied unsolved questions and procedures that first had to be clarified by all the partners before an effective coordination became possible.

As each A16 accelerators is different and follows different rules and procedures, this leads to a high workload for potential participants intending to apply for several open calls studying all the different accelerators, their scope, rules, application procedure, etc. Here is also possibly a potential to standardize procedures.

To achieve a better impact also on non-western countries, we suggest that better coordinated activities should be organized e.g. by the CSA projects. An optimized process for coordinating Europe wide promotion and coordination of the calls could help FI-C3 to become even more effective in distributing the calls and to achieve a more diversified participation across all Europe and the associated countries.

The availability of FI C2-Lab in beginning of 2015 is expected to further increase the interest submission of proposals in the field of Media and Content.

All experiences and recommendations listed here will serve to intensify joint activities in the next round of the application process to be started in April 2015.