D3.1 ACCELERATOR PROGRAM PORTFOLIO

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1 Executive summary

ODINE´s acceleration program will provide approved start-ups and SMEs a catalogues of services to increase their ability to perform successfully and grow. The acceleration program will be built on the expertise from WAYRA, Telefonica´s business accelerator, with more than 450 start-ups accelerated over 4 years of activity and the ODI, specialized in accelerating open data start-ups and open data training.

The services the acceleration program will offer the start-ups and SMEs are **Tracking, Training & Advice, Mentoring, Networking, Space, Access to Industry, Infrastructure, PR & Communication, Grants, Internationalization,** and **Offers & Perks**.

The purpose for **Tracking** is to ensure an adequate measurement of performance during the acceleration program to proactively find necessary corrective actions. The start-ups and SMEs that are successfully approved will be tracked via progress reports, biweekly briefings and milestone reviews in order to ensure the mini-projects are on track to success.

Training & Advice activities will help empower the start-ups and SMEs abilities to become successful. The personalised training will be decided upon initial diagnostics and specific requirements. There will be specify open data training provided by the ODI and OKFN as well as general training necessary for business development. An advisor will be assigned to each mini-project to ensure further personalization of support.

Key to every acceleration program is its ability to connect start-ups and SMEs with **Mentors.** The main purpose of this service is to connect start-ups and SMEs with experienced mentors in order to fill gaps and best support their development. There will be a matchmaking process performed by the consortium in order to ensure that the start-ups and SME will benefit from the most adequate mentor. The initial meeting will be organized between mentors and start-up or SME where the meeting schedule and relationship will be agreed and conducted on a private basis.

Networking allows the creation of relevant bonds and/or contacts between start-up/SME and potential partners, investors and business angels increasing their chances of success and presents them to an ecosystem of experts. The consortium will facilitate networking via the ODI Summit and the EDF, online networking and peer paring activities.

Depending on availability, start-ups and SMEs participating in the ODINE project may have access to the **Spaces** owned by the partners. Access to these Spaces will be at a cost to the start-up or SME and will depend on specific requirements, performance and overall suitability. The final decision will always be made by the partner responsible for the space.

The facilitation of prompt engagement with industries reduces entry barriers and allows stakeholders to discover new opportunities of open data business development. The consortium will facilitate this **Access to Industry** by providing visibly and facilitating scouting.

The consortium will also provide **Infrastructure** to assist start-ups and SMEs in their open data ventures. ODINE will provide access to accurate, up-to date, and enriched data sets in order for this requirement to be fulfilled.

The exposure via **PR and Communication** activities will help start-ups and SMEs position themselves in the media allowing them to be known and advertised. The presence in the

consortium of partners with great PR reach and media impact is one of the most important assets ODINE leverages. The consortium will leverage The Guardian´s site by creating a microsite expected to produce a total of four articles a month which will speak on the progress of mini-projects, success stories, and key themes. The consortium will also provide exposure via a graduation ceremony, ODINE project website and ODINE Newsletter.

In order to facilitate the start-ups and SMEs economically to develop their ideas successfully mini-projects approved in to the program will receive up to €100,000 to be used at their discretion. It is expected that the **Grant** will be used to pay for cost such as accommodation, payroll, and professional support.

Additional services include the opportunity to create global footprint via **Internationalization.** Due to the Pan-European scope of the project, aiming to involve and attract stakeholders from all parts of Europe, start-ups and SMEs can have access to opportunities in all the countries involved. The services will be rendered cross border and one of the main added values the project can provide start-ups and SMEs is precisely these numerous opportunities that can arise in countries they have difficulty to reach with the limited resources and visibility they have.

Last but not least, the acceleration program seeks to provide **Offers/Perks** serving as an additional reward for their acceptance into the program. The “perks package” for approved ODINE start-ups and SMEs has an estimated value of $100,000 per start-up and is composed of credits and discounts for products and services that will help the development of their activities.

2 Abbreviations and Definitions

EDF	European Data Forum
EU	European Union
f2f	Face-to-face
IAIS	Fraunhofer IAIS
MVP	Minimum Viable Product
ODI	Open Data Institute
ODINE	Open Data INcubator for Europe
OKFN	Open Knowledge Foundation Germany
PEST	Political, Economic, Social and Technological
PR	Public Relations
SMEs	Small and Medium-sized Enterprises
SOTON	University of Southampton
SWOT	Strengths, Weaknesses, Opportunities and Threats
TID	Telefónica Research and Development

It is expected that the start-ups and SMEs access ODINE at different stages and that their needs and priorities will be different. The acceleration stages are defined as follows:

PRE COMMERCIAL STAGE: start-ups and SMEs are making final adjustments to their business idea, evaluating its value proposition completing its business model, reaching an MVP and validating it.

COMMERCIAL STAGE: the start-ups are launching its products and/or services to the market. The objective is to achieve a marketable value proposition and to obtain “Engagement” (Product-Market Fit) that translates into Traction. During this stage the start-ups and SME often goes through a process of constant trial and error and continuous iterations based on the feedback of “relevant” customers in order to polish their product.

GROWTH STAGE/SCALE UP: This is a stage that only start-ups with the best performance will achieve. The focus will be to reach a dominant position at regional or international level. The aim of the acceleration program will be to convert “start-ups” into sustainable “scale ups.

3 INTRODUCTION

The portfolio of services offered to the selected start-ups and SMEs has been defined based on the experience of WAYRA, Telefonica´s business accelerator, with more than 450 start-ups accelerated over 4 years of activity and ODI, specialized in accelerating open data start-ups and open data training.

The acceleration program will be tailored, for each start-ups and SMEs particular needs, potential and performance, with the objective of getting the best results out of each one, in a demanding and constantly challenging context.

The acceleration program focuses on gaining and increasing business traction for its start-ups and SMEs while bringing innovation into well established companies and will have duration of six months.

These services are organized into the following groups:

- TRACKING: Follow up, challenge, and boost the progress of start-ups and SMEs.
- TRAINING: Train entrepreneurs in business areas or skills required for their development.
- ADVICE: Professional services at every start-up and SME disposal, according to their needs.
- MENTORING: Support by professionals of well-known experience (investors, entrepreneurs, experts...) to help entrepreneurs to make sound strategic decisions.
- NETWORKING: Open up opportunities for the entrepreneurs through the generation of relevant contacts.
- SPACE: Possibility to access the spaces provided by partners in several locations.
- ACCESS TO INDUSTRY: Provide linking ways for the teams who develop interesting solutions for Telefónica and other industrial partners close to the consortium.
- INFRAESTRUCTURE: Provision of tools developed by partners that will help in the management of different activities.
- PR/COMMS: Support the promotion of the image and product of the start-ups and SMEs, thanks to the reach of ODINE´s partners, especially The Guardian.
- GRANT: Direct grant of up to €100k per team and support towards the achievement of funding from third parties.
- INTERNATIONALIZATION: As a Pan European project, and leveraging on the partners global footprint, the selected start-ups and SMEs will have opportunities to introduce themselves in other countries/regions.
- EXPERIENCE/BELONGING: Emotionally engage the entrepreneurs with ODINE, insuring a fruitful relationship.
- OFFERS: Offers 3rd party services and products available to start-ups and SMEs.

4 DESCRIPTION OF SERVICES

4.1 TRACKING

4.1.1 Purpose

Tracking seeks to optimize the use of the resources (support and services offered to the start-ups and SMEs) based on the progress, potential, and the level of commitment of each.

It allows us to provide a focused and efficient acceleration process adapted to the maturity level of the project. It also allows us to communicate to the entrepreneurs a simple, global and transparent management model.

The tracking mechanisms contemplates on the one hand mainly the measurement and classification of the start-ups and SMEs (based on potential and performance), and, on the other hand, the measurement of the impact the acceleration services offer and the level of satisfaction of the projects with them.

As it is expected that the start-ups will be at different stages of development at the start of ODINE, there will be both general and specific tracking mechanisms. The mechanisms are the tangible activities that must be realized in order to ensure successful tracking. The acceleration program will perform tracking via Progress Reports, Bi-weekly Briefing and Milestone Reviews.

4.1.2 Progress Reports

To ensure that the ODINE partners and mentors are properly updated on start-ups and SMEs development, a progress report will be required by the last day of M2, M4 and M6 during the six month acceleration program.

The reports will be filled out via an online survey which the Acceleration Coordinator will prepare and manage. The Acceleration Coordinator will upload the progress reports on the partners closed shared drive to ensure visibility. This will ensure that all partners will have an update on the status of the mini-projects. Mentors will also receive a copy of the report.

Progress Reports will include:

- Scorecard (users, financial, sales etc…)
- Tasks and activities that have been performed during the past two months.
- Tasks and activities scheduled for the next two months.
- Success stories as well as setbacks and difficulties experienced.
- Performance evaluation.

4.1.3 Bi-weekly Briefing

Every two weeks the start-ups and SMEs in the program will provide mentor and Acceleration Coordinator an informal update. The update can be provided via email and it is recommended that it not exceed more than three paragraphs.

The bi-weekly briefing can include:

- Tasks and activities that have been performed during the past two weeks.
- Tasks and activities scheduled for the next two months.
- Success stories as well as setbacks and difficulties experienced.
- Performance evaluation.

4.1.4 Milestone Reviews

The acceleration milestones are the mechanisms put in place in order to ensure that the start-ups has set goals and is moving towards the next development stage. Due to the nature and dynamics of the start-ups ecosystem it is expected that there will be no one size fits all; due dates and deliverables will most likely differ.

The initial calibration and approval of milestones will be developed during M1 of the acceleration period. The deliverable to be accomplished as well as due dates will be discussed by the evaluators as they will be the ones with most knowledge on their initial status. Milestones will be reached by delivering a final and approved presentation or plan.

A Milestone Committee will be developed tasked with the tracking of milestones. The participants of the Milestone Committee will be assigned representatives of ODI, IAIS, SOTON and WAYRA. Considering the amount of participants, each partner in the Milestone Committee will be assigned two start-ups/SMEs. The committee will gather via conference call two times during the start-ups six month acceleration period:

M1: Purpose: Reach consensus on milestones defined. Participants: Evaluators, ODI, IAIS, SOTON and WAYRA.

M6: Purpose: Evaluate milestones. Participants: Evaluators, ODI, IAIS, SOTON and WAYRA.

Below is an example of types of milestones that can be used in order to ensure that the start-ups or SME reaches the next stage of development. E.g. For start-ups that are currently in the "Get a Product!" stage, it must first deliver a validated MVP via an MVP demo, in order to reach the "Go Commercial! (First Sales)" stage.

TABLE 1: EXAMPLE MILESTONES

From	To	Example Milestone	Example Deliverable
Get a Product!	Go Commercial! (First Sales)	Validated MVP	MVP demo – "Go-to-market" Plan
Go Commercial! (First Sales)	Go Commercial! (Get Traction)	Product-Market Fit	Business Plan – Funding needs
Go Commercial! (Get Traction)	Scale Up!	10x Sales	Expansion or Internationalization Plan

4.1.5 Experience Survey

As an evaluation of the acceleration program mechanism, the consortium will conduct an experience survey to assess the performance of the program. The goal is to receive feedback from the start-ups and SMEs on the success of the program. The survey will be produced via Google Surveys and will include:

- Satisfaction with the program
- Areas of improvement
- Quality issues
- Any additional comments

The result of the experience survey will be used to receive feedback on the level of satisfaction as well as work on opportunities for improvement. The Acceleration Coordinator will post the results so that it is visible to all partners.

4.2 TRAINING AND ADVICE

4.2.1 Purpose

The training and advice services to be provided during the acceleration process have the following purposes:

- TRAINING: Provide knowledge, tools and methodologies in fundamental areas for the development of the start-ups and SMEs and their ideas such as keys to success, business plan models for data driven businesses and pitching best practices.
- ADVICE/CONSULTING: Provide individual support to each start-up or SME in some of the specific business areas where deficiencies are evident in order to improve their performance and increase their chances of success.

4.2.2 Training vs. Advice

There are aspects of knowledge that may be conveniently provided under a "Training" model. That is the case when the lack of knowledge is common to all entrepreneurs. However, tailored advice allows a better adaptation to the actual needs of each entrepreneur at each development stage.

TRAINING: Its objective is to provide empowering knowledge which is useful to the majority of entrepreneurs. It is applicable when they present a homogenous maturity degree or for topics which are of common interest. There are 2 main training methods:

- Master-Class: Knowledge which is generic and focused on the development of the entrepreneur.
- Workshop: Knowledge applicable to the needs of the start-ups. Brief Master-Class followed by individual advice for each start-up on the specific topic.

ADVICE/CONSULTING: Its objective is to transfer experience/knowledge focused on the needs of each team. It may be independent from training or complementary to the training for teams which require a more tailor-made approach. They are conducted by f2f meetings or online through Google hangouts, Skype, videoconferencing or any equivalent technology between the expert and the team.

4.2.3 Focus Areas

The goal of the training and advice/consulting is to offer knowledge, tools, and direction on the different areas required by the entrepreneur in order to achieve the agreed acceleration period goals and milestones. The focus of these services is:

- PRODUCT/SERVICE: Provide the knowledge and management tools required to carry out product/service development with special focus on the usability of the product/service.
- BUSINESS: Explore general business strategies focused on the commercial development of the start-up in the short/medium term.
- TRACTION: Transmit knowledge & skills on the business, marketing and sales strategies needed to acquire clients and generate revenue. Focus on the identification of key metrics to work on to increase conversion rates.
- INTERNATIONALIZATION/SCALE: Prepare the start-up to scale its product/service at a Regional or Global level.

- INVESTMENT: Prepare the start-up for the fundraising process. From the knowledge of the different types of investors (what they seek and how to relate with them) to the materials and communicational skills required to address this challenge. This includes providing the founders with the necessary tools and knowledge required to transmit their value proposal correctly, identifying the audience and delivering a precise message.

- TEAM: Provide the entrepreneurs with knowledge & skills on management, organization, selection and retention of HR and help them build an appropriate team to be successful.

4.2.4 Training Committee

As previously indicated the training and advice/consulting focus areas are Product, Business, Traction, Investment, Internationalization, Scale, and Team. The acceleration plan will offer personalized training for each of the successful applicants which will be designed based on the stage the startup or SME is currently at (Pre-commercial, Commercial or Growth).

Personalized training will be decided by the consortium during M1 of the startups six month acceleration period and will include needs to achieve milestones set in place.

Once milestones have been set in place, a Training Committee will meet via teleconference and will organize an individual training plan in M1.

4.2.5 Open Data Training

Due to the focus on open data, a special emphasis will be made on **Product.** We propose to make use of ODI´s training program carried out in collaboration with the University of Southampton, OKFN's School of Data and Open Data Handbook, and the data science program of Fraunhofer's Big Data Alliance. ODI also has a full suite of products, including training material that will be available for the startups. The material will be provided via different modalities such as slide decks, web training, video, textbooks etc.

Course available on **Product** for start-ups/SMEs in Pre Commercial and Commercial stage:

TABLE 2: OPEN DATA SPECIFIC COURSES

Course	Topics	Pre Commercial	Commercial	Growth
Open Data Innovation (Live Webinar) Deliverable D5.5	• Benefits & Opportunities • Case Studies • Data Discovery • Licensing and Certificates • Types of Data • Finding Data • Exploring Data	✓	✓	

4.2.6 General Training Live Webinars

Complementary to the open data specific courses, there will also be training in the areas of **Business, Traction, Investment, Internationalization, Scale,** and **Team** as well as a more general focus on **Product**. There will be a webinar training event via Adobe Connect or similar platform, which would occur five times in M12, M15, M18, M21 and M24. The curriculum of the webinar training events will be as follows;

TABLE 3: ACCELERATOR PROGRAM STANDARD COURSES

Course	Topics	Pre Commercial	Commercial	Growth
Product Development (Live Webinar)	• Product Management • Product Design • Product Validation	✓	✓	
Market Analysis (Live Webinar)	• Market Opportunities • Porters 5 Forces • PEST & SWOT Analysis	✓		
Legal (Live Webinar)	• Data Legal Issues • Data Privacy	✓	✓	✓
Gaining Traction (Live Webinar)	• Digital Marketing • Sales Management		✓	✓
Funding Methods (Live Webinar)	• Business Plans • Investor Readiness • Pitching Success • Alternative Funding	✓	✓	✓
Internationalization (Live Webinar)	• Growing Globally			✓
Human resources (Live Webinar)	• Team Management • Hiring • Retention Planning		✓	

4.2.7 Advisor Matchmaking

Advisor matchmaking is performed in conjunction with mentor matchmaking and is arranged at the same time. Prior to scheduling contact between start-up or SME and advisor, proper matchmaking will be performed based on the business idea, commercial stage and advisor background. The purpose is to guarantee that the start-up or SME will benefit from an advisor that has most experience in the start-ups/SMEs business model and to ensure an effective relationship. Due to the wide range of industries the partners bring to ODINE, all consortium partners may provide advisors. For example, if a start-up business idea is focused on the media industry an advisor from The Guardian may be most appropriate.

4.2.8 Advisor Process

ODINE´S main role is to provide the initial contact between the start-ups/SMEs and advisor so that the relation can be conducted on a private basis, with minimum involvement of ODINE staff except for activities that support and complement.

1. ODINE will facilitate the first meeting between the start-ups or SMEs and advisor.
2. The frequency of the meetings between the start-ups or SMEs and advisor will be agreed between the parties in the first meeting. We recommend that the parties meet every 15 days.
3. The start-ups or SMEs will be invited to prepare and share with the advisor and ODINE staff a brief memo/summary of each advisory meeting.

The relationship will take full advantage of online tools such as Skype or Google Hangouts in order to conduct the meetings. If possible, meetings will be f2f however due to location differences, often country wise, this may not be a viable option.

4.3 MENTORING

4.3.1 Purpose

As part of the Acceleration program, start-ups and SMEs will benefit from the presence of mentors with open data driven business know-how. The main purpose of this service is to connect the entrepreneurs with experienced mentors in order to fill the gaps and best support development. The mentoring and coaching sessions will be conducted either f2f or online through Google hangouts, Skype, videoconferencing or equivalent technology. These sessions will be delivered by a combination of leading business schools and professional mentors from WAYRA, the ODI, and Fraunhofer Venture. The database of Mentors will be managed by Fraunhofer Venture.

Additionally, this service is aimed at creating long-term business/support relationships between start-ups and mentors/experts.

Mentors are well-known personalities, with a broad view and expertise in a specific market (e.g. e-Commerce, Advertising, Connected Home, VC, former entrepreneur etc.). They support the development of the start-up typically on a long-term basis and offer sound strategic advice providing direction, access to their network, helping detect start-up needs and helping track the start-up’s progress.

4.3.2 Mentoring Matchmaking

Mentor matchmaking is performed in conjunction with advisor matchmaking. Prior to scheduling contact between start-up or SME and mentor, proper matchmaking will be performed based on the open data driven business idea and the mentor’s background. The purpose is to guarantee that the start-up or SME will benefit from the mentor who has most experience in the start-up or SMEs business model and ensure an effective relationship.

4.3.3 Mentoring Process

ODINE´S main role is to provide the initial contact between the start-ups/SMEs and the mentors, so that the relation can be conducted on a private basis, with minimum involvement of ODINE staff except for activities that support and complement. There will be one mentor assigned per mini-project.

1. ODINE will facilitate the first meeting between the start-ups or SME and the mentor.
2. The frequency of the meetings between the entrepreneur and the mentor will be agreed between the parties in the first meeting. We recommend that the parties meet every 15 days.
3. The start-ups or SME will be invited to prepare and share with the mentor and ODINE staff a brief memo/summary of each mentoring meeting.

The relationship will take full advantage of online tools such as Skype or Google Hangouts in order to conduct the meetings. If possible, meetings will be f2f however due to location differences, often country wise, this may not be a viable option.

4.3.4 Peer Mentoring

The acceleration program acknowledges the opportunity it has to conduct paring between the start-ups and SMEs. In order to utilize this opportunity, the acceleration support measure will schedule contact between the companies with clear direction over the desired outcome of the paring activities. The purpose of the paring activities is to complement the mentoring activities and establishes a peer support system whereby the start-ups and SMEs will be able to discuss and learn from each other as they progress and face similar challenges.

4.4 NETWORKING

4.4.1 Purpose

The purpose of this activity is to enable the creation of relevant bonds and/or contacts between start-ups/SMEs and potential partners, investors and business angels in order to increase their chances of success and be part of an ecosystem of experts. At first, the consortium will be complemented by the networks already built by the ODI and OKFN. The further expansion of the network will be built by targeting relevant partners such as sectors where big data is expected to transform the industry, venture capitalist, and companies interested in sharing data openly.

Networking activities have a direct impact in the acceleration goals:

- Pre-commercial stage: Generate bonds which enable the access to resources for the development and/or validation of the products/services of the entrepreneurs.
- Commercial stage Generate bonds which give greater visibility to the products or services of the entrepreneurs, generating greater awareness or potential sales.
- Growth stage Generate bonds which facilitate the understanding of foreign markets, the acquisition of local and foreign clients, soft landing in other countries and the link with foreign networks, that will help the start-ups and SME to scale up.

4.4.2 Activities

Physical networking will be carried out twice a year around the ODI Summit and the EDF in order to give the SMEs and start-ups opportunities to connect with the ecosystem of experts.

ODINE will facilitate the immersion of projects in different networks that may add value to the entrepreneurs during the acceleration process. A key component of support is the peer support and mentoring provided by others facing the same challenges. As a result we will be holding:

- Pairing up the companies to provide peer support/mentoring
- Physical networking – bringing everyone together twice a year around the ODI Summit and the EDF to share ideas and progress. Those who are most ready will then be able to showcase their products at the summit/EDF the following day.
- Online networking – creating tools to support the networking across borders such as:
    - LinkedIn Group.
    - Slack Account – Community building via creating an ODINE Slack account so the start-ups and SMEs can interact and network.

4.5 SPACE

4.5.1 Purpose

Depending on the availability, start-ups and SMEs participating in the ODINE project may have access to the spaces owned by the partners at a cost. The cost of these spaces will depend on the start-ups and SMEs specific requirements, performance and overall suitability. The final decision will always be made by the partner responsible of the space. The expectation is that the start-ups and SMEs will use the grant amounts to pay for office space. It is also expected that the start-ups and SMEs will use space that I physically close to them.

4.5.2 Locations

ODINE´s partners have different spaces that may be available in the following locations in the EU:

WAYRA

- Madrid (Spain)
- Barcelona (Spain)
- Santiago de Compostela (Spain)
- Seville (Spain)
- Caceres (Spain)
- Munich (Germany)
- Dublin (Ireland).

ODI

- London (United Kingdom)

IAIS

- Sankt Augustin (Germany)

OKFN

- Berlin (Germany)

Additionally, WAYRA, through Telefonica Open Future has other spaces in China and Latin America (Brazil, Argentina, Colombia, Peru, Chile, Mexico, Venezuela, Costa Rica and Ecuador), which can also be available for very mature ODINE start-ups and SMEs that are eager to expand to other continents.

4.6 ACCESS TO INDUSTRY

4.6.1 Purpose

Access to industry is a difficult issue that start-ups and SMEs have to tackle to succeed. The facilitation of prompt engagement with industries reduces entry barriers and allows stakeholders to

discover new opportunities of business development. The consortium will facilitate this access by providing visibly and facilitating scouting.

There are two levels of access to industry that the consortium can facilitate; internal and external.

4.6.2 Internal

The internal visibility of start-ups and SMEs will be provided via the partner's awareness of mini-projects that get approved into the ODINE project. The main industries covered by the partners are high technology, telecommunications, media, education, and start-up. It must also be noted that many of the consortium members are policy drivers in open data, unlike the general technology industry, especially on an international level.

These industries have an important potential for open data solutions. The partners may also decide to scout the mini-projects for relevant business solution. The scouting activities may also evolve into strategic partnerships and funding opportunities.

4.6.3 External

External visibility will be provided by the PR and Communication activities in the acceleration program. The visibility will provide as a means for industries which take an active participation in Open Data solutions due to significant impact expectations such as healthcare, transportation and energy management[1]. The European Data Forum (EDF) offers an important opportunity to meet open data policy makers and the open data community.

Due to the exposure, the consortium is also facilitating the scouting process for industries that are actively seeking open data strategic partnerships and funding opportunities.

4.7 INFRASTRUCTURE

4.7.1 Purpose

To ensure proper activity acceleration, it is necessary that the data driven businesses receives the necessary data management infrastructure in order to run their ideas. ODINE will provide access to accurate, up-to date, and enriched data sets in order for this requirement to be fulfilled.

4.7.2 FI-WARE

ODINE will provide a tailored data management infrastructure in the cloud to be utilized by the open data community to explore business ideas and capitalize the data. Use of the infrastructure is optional for the start-ups and SMEs participating. The intention is to provide access to accurate, up-to-date, enriched, and interlinked versions of the data that they need to pursue their entrepreneurial ambitions, and where they can deploy the experimental versions of their products and services.

The platform will provision the start-ups and SMEs with a data hub with openly available data sets, tools based on cloud services (PaaS, IaaS), and cloud resources to deploy results of the incubation project's development and experimentation activities.

[1] https://www.deloitte.com/assets/Dcom-UnitedKingdom/Local%20Assets/Documents/Market%20insights/Deloitte%20Analytics/uk-insights-deloitte-analytics-open-data-june-2012.pdf

The infrastructure will be built on the already existent FIWARE technology under the FI-Lab facilities, adding new tools and functions for the selected start-ups and SMEs. The expected impact is the usability of an open data platform by preselected talent which will develop tools and projects, through which to attract new stake holders.

FI-WARE is one of ODINEs key solutions in order to maximize the success of the project. It is tailored to the requirements necessary for open data management, analytics, visualization and extraction. It has been developed around the “Generic Enabler” model which offers ease of open data use as well as the ability to process data and content in real time.

FI-WARE also makes available the ability to produce and consume open data in real time with CKAN, Context Broker (ORION). This more advanced platform of open data management offers the possibly of exploiting the use, accessibility, functionality and value of an open data center.

4.7.3 FI-LAB

FI-WARE also has a set of working instances under its FI-LAB solution. It has been developed in order to allow users to experiment and try out new business ideas and value chains with the core of FI-WARE implementation as well as their own Generic Enablers. FI-LAB consists of a set of federal nodes as well as commercial nodes to be provided participating private companies in order to help the development and execution of business plans. The solution will be provided for free for all start-ups and SMEs that participate in the open call as well as to other open data innovators however to a lesser extent and adhering to certain terms and conditions.

4.7.4 CKAN

The start-ups and SME may also utilize existing platforms of open data sets that have been built on OKFNs CKAN software. Many of these data sets are already provided by EU government bodies via open data web portals such as LOD2´s, Publicdata.eu and Open Data Census.

4.8 PR AND COMMUNICATIONS

4.8.1 Purpose

The exposure via PR and communication activities will help start-ups and SMEs position themselves in the media allowing them to be known and advertised. The presence in the consortium of partners with great PR reach and media impact is one of the most important assets ODINE leverages. The PR and Communication activities will prove to the public, investors, and other stakeholders that the mini-projects deserve attention due to the innovation advance they bring with open data. It will bring influential players of the local, national and global entrepreneurship ecosystem (investors, mentors, businessmen, press, and government) to the project.

4.8.2 The Guardian Micro-site

The ODINE project will leverage the Guardians website by opening a micro-site, preferably located on theguardian.com/opendata. The site will have a total of four articles a month which will speak on the progress of the ODINE mini-projects, success stories, key themes and the like giving the start-ups and SMEs a great level of exposure.

The site will have the ability to support multimedia content, infographics, written stories, picture galleries, as well as audio and video material. There will also be content links to blogs, white papers, event reports, press releases, survey results, articles, staff profiles, video interviews etc.

4.8.3 Mini-project Graduation Ceremony

After the SMEs and start-ups have completed their mini-projects, a graduation ceremony will be carried out which will allowing the opportunity for the start-ups and SMEs to gain further exposure via showcasing in front of media and investors which will include WAYRA, Fraunhofer Venture, as well as other (European) accelerators and investors. It is expected that there will be a total of 10 mini-projects that will graduate every 3 months.

4.8.4 Project Website

The central hub for all relevant information about the project, which aggregates all dissemination, engagement and communication activities of ODINE will provide an additional means of PR and Communication for the start-up and SMEs. It will own social media accounts such as Twitter and Linkedin in order to multiply its reach. The site also has a small share of the budget to be spent on sponsored search, email marketing etc. to increase the websites traffic.

4.8.5 ODINE Newsletter

The ODINE newsletter will be managed under the project website and will leverage the mailing list run by the partners and customer databases in order to capture subscribers. The project targets to reach out to at least 300K companies and interested community member per partner. There will be one publication each month highlighting relevant news and the mini-projects developments.

4.9 GRANT

4.9.1 Purpose

It is expected that the start-ups will use the grant in order to facilitate them economically to develop their ideas. The grant is expected to relief some of necessary cost such as accommodation, payroll, and professional support.

4.9.2 Grant amount

The start-ups and SMEs that are successfully approved in to the program will receive a between €50,000 and €100,000 to be used. The amount may be used in accordance to Article 6 “Eligible and Ineligible Costs” of the grant agreement[2].

4.9.3 Additional funding

Training and advice will be provided for entrepreneurs to understand investor expectations and to negotiate and deploy funding rounds. According to their needs and evolution, entrepreneurs will be exposed to local investors throughout the acceleration process.

The visibility and efforts dedicated to each start-up will depend on their potential and attractiveness, providing the best resources to the best teams. ODINE will deploy the public funding opportunities that appear to the incubated start-ups and SMEs at the EU level. For

[2] Grant Agreement number: 644683 — ODINE — H2020-ICT-2014

example, start-ups and SMEs will be guided to apply to FIWARE accelerator opportunities. Partner´s visibility and knowhow of these opportunities will make them open and accessible for the incubated start-ups.

Entrepreneurs will be permanently encouraged to network with investors and participate in entrepreneurship events designed for the investment community.

4.10 INTERNATIONALIZATION

4.10.1 Purpose

Due to the Pan-European scope of the project, aiming to involve and attract stakeholders from all parts of Europe, start-ups and SMEs can have access to opportunities in all the countries involved. The services will be rendered in a cross border basis and one of the main added values the project can provide start-ups and SMEs is precisely these numerous opportunities that can arise in countries they have difficulty to reach with the limited resources and visibility they have.

Additionally, start-ups and SMEs can leverage on the partners global footprint to expand activities to other regions.

As stated before in this document, the project has a Pan European reach looking to cover all countries in Europe. On top of this, partners have presence in Latin America, China, Israel and USA. The incubated start-ups and SMEs will have the support of partners to help them benefiting from this global footprint.

4.10.2 Pan-European & Global

As stated before in this document, the project has a Pan European reach looking to cover all countries in Europe. On top of this, partners have presence in many regions and countries such as Latin America, China, Israel and USA. The incubated start-ups and SMEs will have the support of partners to help them benefiting from this global footprint.

4.11 OFFERS/PERKS

4.11.1 Purpose

Talent deserves all support it needs to develop and support their activity. This support should also come from other players in the ecosystem that might have products and services that benefit this development. Therefore, the consortium will make efforts to engage important technological providers that will help ODINEs startups and SMEs.

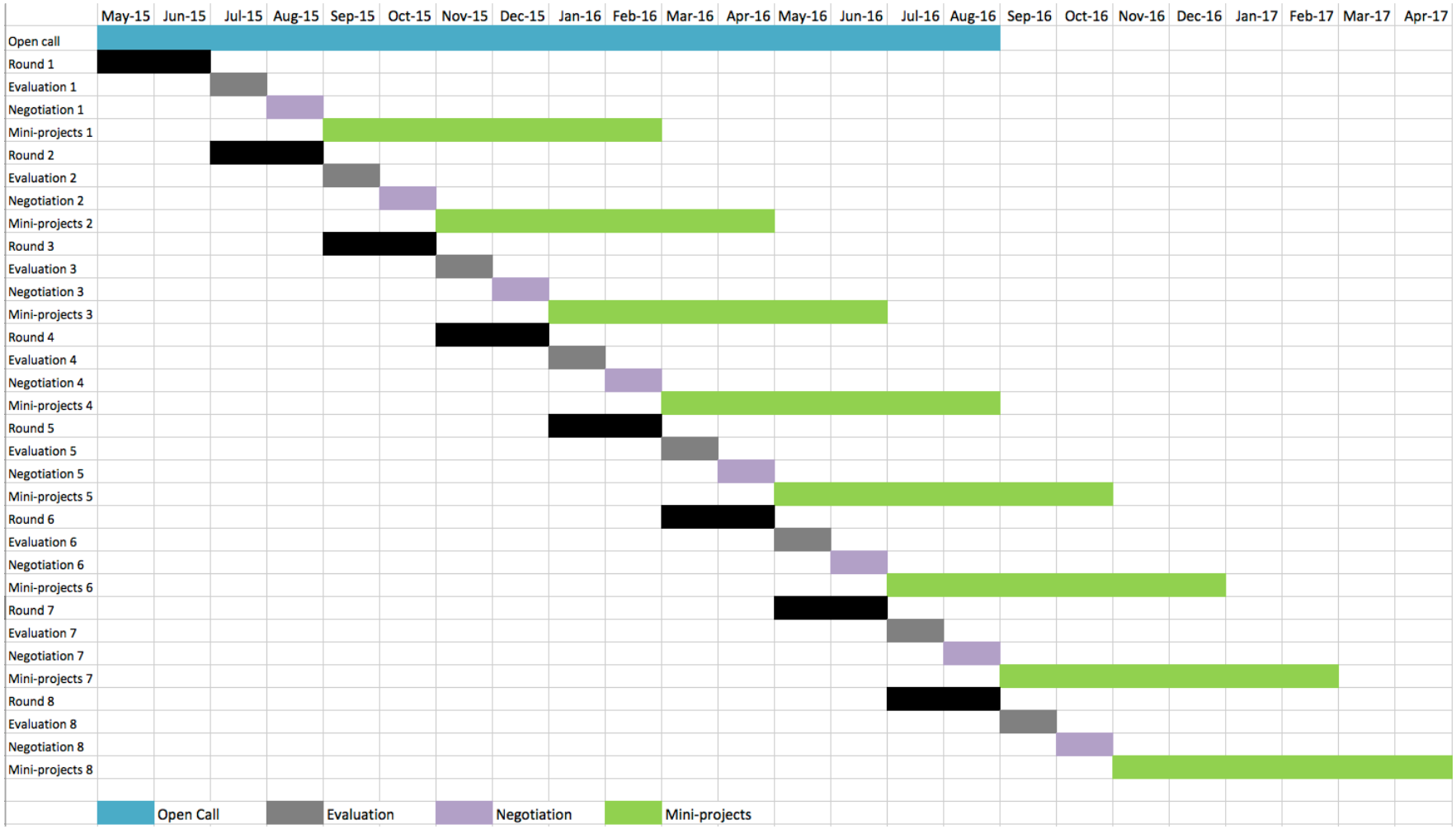
4.11.2 Perks Package

The top performing startups and SMEs will have the opportunity to access offers and perks available thanks to partners contacts. The consortium will engage partners that can offer solutions such as Amazon, Softlayer, Microsoft and Rackspace.

A “perks package” will be developed for the startups and SMEs and has an estimated value of $100,000 per start-up and is composed of credits and discounts for products and services that will help the start-up or SME develop their activities.

5 ODINE Acceleration Program Schedule

TABLE 4: ACCELERATOR PROGRAM SCHEDULE



6 CONCLUSION

The acceleration program provides a number of services that have the purpose of increasing the ability of success as well as accelerate their entrepreneurial activity. The report outlines the purpose of each service as well as the activities needed to perform the services.

The acceleration program provides tracking mechanisms to ensure proper follow up activities of start-ups and SME performance as well as providing a channel to bring up opportunities of improvement or corrective actions. Training and advisor activities that provide essential knowledge needed to improve business and product development capabilities. Mentors that support the overall development with personalized knowhow on best practices and opportunities for improvement. The program will also provide networking mechanisms to create relevant bonds in the open data ecosystem, such as investors, experts and potential partners. Space is available however will come at a cost and will depend on availability and requirements of start-up. Access to industry is also available do to the scouting opportunities and visibility present via internal partners industry as well as external to the consortium. Infrastructure tools are also being provided in order so that start-ups and SMEs will be able to experiment with open data and develop their current or new ideas. PR and Communications provide the start-ups and SME will a high level of visibility allowing the start-ups and SMEs to be known and advertised. The grant will provide the selected start-ups and SMEs with up to €100k to spend costs such as accommodation, payroll, and professional support. Due to the pan-European scope of the project, the acceleration program provides the opportunity for international activity and visibility. Finally, the acceleration program will also provide Offers/Perks serving as an additional reward for their acceptance into the program as well as to offer important tools to complement their development.

The acceleration program will provide services to increase the chances of success for the start-ups and SMEs as well as the ODINE project as a whole. The more successful the mini-projects that result, the more successful the ODINE project will present.

7 References

[1] https://www.deloitte.com/assets/DcomUnitedKingdom/Local%20Assets/Documents/Market%20insights /Deloitte%20Analytics/uk-insights-deloitte-analytics-open-data-june-2012.pdf

[2] Grant Agreement number: 644683 — ODINE — H2020-ICT