D3.2 ACCELERATOR PROGRAM PORTFOLIO STRATEGY FOR UNIVERSITIES

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1 Abbreviations

SBS: Southampton Business School

ECS: School of Electronics and Computer Science

WAIS: Web and Internet Science research group

I2C: Innovation-to-commercialisation

B-IT: Bonn-Aachen International Center for Information Technology

CSCUBS: Computer Science Conference for University of Bonn Students

OKFDE: Open Knowledge Foundation Germany

TBS: Toulouse Business School

2   Executive summary

One of the major targets of the ODINE project is to engage the research institutes in European and transfer the open data impact from the universities into commercial environments, facilitating the next generation of open data economy. This report describes the action plan of ODINE's strategy to engage with universities from ODINE consortium members, including University of Southampton, Fraunhofer IAIS, Open Knowledge Foundation Germany and Telefonica I+D and WAYRA. Each partner has identified their key activities during the project life span and detailed the metrics to measure the success of the activities. Several business schools and universities have already expressed their support for the ODINE project and their involvement with the accelerator programme will also be detailed here.

In general, the engagement activity can be divided into the following categories:

- Lectures, including online courses
- Secondments
- Conferences, workshops, career fairs and other physical events
- Partnership with organisations that have close relationship with research institutes

We expect that there will be 4000 attendees, who will attend our programmes directly from all over the Europe. An additional audience of one million people will be reached by ODINE's media coverage for each activity through our dissemination channels.

3   Introduction

The open data movement has led to the Europe's evolution towards a data-driven economy involving public sectors, citizen groups, and private industrial sectors. Open data has been coined by principles of open access to data for integration, reuse and curation. This open data is fuel for the digital economy, providing insights, and boosting various possibilities for business. To support the next generation of digital businesses built around open data, the Open Data Incubator for Europe (ODINE) is funded by EU Horizontal 2020 to help build sustainable businesses using open data at the core of the business models. We will offer world-class support to SMEs and startups to grow their open data ideas into sustainable businesses. In the ODINE project, we offer up to €100,000 per SME to develop their business in open data. We also provide expert advice from business mentors and networking events, which help the SMEs and startups improve their business ideas.

As a very important target of ODINE project, we aim to engage the European data research community and facilitate the transfer of research results into commercial environments. On one hand, within the ODINE network, which includes associate partners and companies running mini-projects, mentors from leading business schools will offer coaching sessions. On the other hand, Business schools will assign students to startups while incubated. In this way, students and young researchers can promote their innovative raw open data ideas and gain practical skills from real business environment. Joining ODINE, academic units, including business schools, will also benefit from new research and funding opportunities arising around the use of open data.

In the following sections, we will explain each partner's strategy in ODINE consortium to engage with universities and details the success metrics. Several business schools and universities have already expressed their support for the ODINE project and their involvement with the accelerator programme will also be detailed here.

4   Individual partner's strategy

This section will describe each partner's engagement activities with universities in ODINE project.

4.1   University of Southampton

SOTON will make full use of its local resources to provide training activities and attract young entrepreneurs to participate in ODINE project. Those efforts will be put through two schools in University of Southampton, Southampton Business School (SBS) and School of Electronics and Computer Science (ECS).

Southampton Business School is built on world-leading reputation and supported by a team of experts from across the industry. SBS provides a transformational educational experience with the passion of staff and students to collaborate with external organisations. Dr. Thomas Wainwright, associate professor in SBS, has been performing research on open data business transformations and how open data could be used by different organisations in the last a couple of years. He is also working closely with the Open Data Institute to provide professional trainings on the adoption of open data in the private sectors.

SBS' participate in ODINE project can be divided into two folds. SBS will provide business training sessions based on its rich experience on open data research and case studies. In particular, experts in SBS will join ODINE's peer networking events every three months starting from August

2015, and presentations will be given on their research about how the organisations, such as government agencies, large corporates and SMEs, are starting to use open data. On the other hand, students and young entrepreneurs in SBS are up for new business models and challenges, so SMEs joining the ODINE project can work with them and together build up the business in open data. The students can join the SMEs' team for placement up to 6 months and obtain the practical skills to work with real business. Meanwhile, SMEs and startups will get complementary knowledge from the students when developing open data businesses.

School of Electronics and Computer Science (ECS) in University is one of the largest schools in University of Southampton. ECS is one of the initial forces of open data movements starting from 5 or 6 years ago. The co-founders of Open Data Institute, Sir Tim Berners Lee and Sir Nigel Shadbolt, are both members of the Web and Internet Science (WAIS) Research Group in ECS.

ODINE project will engage with ECS from the following aspects. Firstly, ECS will organise career fairs twice (February and October) every year. ODINE will join the career fair and explore the possibilities to attract young entrepreneurs to startup new businesses in open data related areas. ECS will also organise a distinguished lecture presented by the project coordinator Dr. Elena Simperl to further explain the ODINE incubator programme to the whole university. Secondly, ECS regularly organises series of entrepreneurship lectures by ECS Entrepreneurs Student Group in each academic term. ODINE will present one session in 2015, as well as some follow-up sessions to share the experiences from the mini-projects with students in ECS. Thirdly, students in ECS are constantly looking for secondments and project topics for their degrees every June and October. ODINE can introduce the placements for students who want to join one of the mini-projects, which will also benefit SMEs when some particular skills are needed to implement their business ideas.

University of Southampton is also one of the six partner universities of SetSquared[1], which offers startup support for researchers. SetSquared has started an innovation-to-commercialisation (I2C) programme for early stage researchers to explore the markets where their research results could apply. Successful graduates from this programme will be further referred to other fundings for starting up businesses. ODINE can cooperate with SetSquared and encourage I2C programme graduations in open data area to seek further funding from ODINE project.

The following table shows the engagement activities, presenters and expected number of attendees or we plan to reach.

TABLE 1. EXPECT IMPACT OF SOTON'S ACTIVITIES

Activity	Time scale	Presenter(s)	No. Attendees in total
Presenting and training in information day, peer networking, etc	4 times all through the project	Dr. Thomas Wainwright	500
Career Fair	Four times: Oct 2015, Feb 2016, Oct 2016, Feb 2017	SOTON team	400 students and research staff

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[1] http://www.setsquared.co.uk

Distinguish lectures	Three times: May 2015, October 2016 and June 2017	Dr. Elena Simperl	150 to 300
ECS Entrepreneurs Evening event	June 2015 and March 2016 and May 2017	Dr. Yunjia Li and others in SOTON team	100
Students Secondment	October 2015, July 2016, October 2016	N/A	10 students
Partnership with SetSquared	May 2015, November 2015	Dr. Yunjia Li	30 attendees/2-4 applications

4.2   Fraunhofer IAIS

Fraunhofer IAIS is directly affiliated with three academic institutions:

- Universität Bonn through Professors Sören Auer and Stefan Wrobel.

- Bonn-Aachen International Center for Information Technology (B-IT) through Prof. Christian Bauckhage and Prof Stefan Wrobel (who also serves as head of B-IT).

- University of Applied Science Hochschule Rhein-Sieg.

Fraunhofer IAIS will leverage these affiliations to encourage students and research teams to apply their knowledge in development of competitive Open Data tools or in evaluation of the services chosen to participate in ODINE.

TABLE 1. EXPECT IMPACT OF FRAUNHOFER IAIS' ACTIVITIES

Activity	Time scale	Presenter(s)	No. Attendees in total
Enterprise Information Systems Lecture	Once a year (summer semester)	Prof. Sören Auer	100
Enterprise Information Systems Seminar	Once a year (summer semester)	Prof. Sören Auer	100
EXIST-Gründerstipendium startup grants	Several times a year all through the project	Prof. Sören Auer	150
SKILL German Computer Science Conference	Once a year (summer semester)	Fabrizio Orlandi and others	300
CSCUBS Computer Science Conference	Once a year (summer semester)	Fabrizio Orlandi and others	100

for University of Bonn Students			
French-German University, Uni Bonn - Ecole Nationale Superieure des Mines Saint Etienne	Twice a year (workshops)	Prof. Sören Auer	50

Combination with Gründerstipendium[2]. **EXIST** is a support program of the Federal Ministry of Economics and Energy aimed at improving the entrepreneurial environment at universities and research institutions and at increasing the number of technology and knowledge based business startups. EXIST startup grants one year support for teams up to three people in the preparation of innovative business startup projects at universities and research institutions which also works as a seed funding instrument. Students, PhD students and researchers receive materials and equipment to develop their business ideas. Currently, various students are expressing their interest in participating in EXIST, leading to new projects potentially eligible to participate in ODINE.

Student Conferences CSCUBS[3]: (Computer Science Conference for University of Bonn Students) is organized by PhD- and MSc-Students at the University of Bonn and aims to promote research in computer science and scientific exchange among students. The participation of researchers and practitioners of the field is also encouraged. CSCUBS intends to provide the ability to connect with each other and engage in discussions about the participants' respective research and development, and also to establish opportunities for knowledge and technology sharing. Submissions to CSCUBS present new research or development related to Computer Science, including University projects, theses, and outcomes of other professional or leisure activities. In particular, submissions presenting prototypes and business ideas involving Open Data, and aligned with the ODINE call, will be strongly encouraged. Starting from the upcoming edition of the conference in May 2015 there is the potential to have students and researchers proposing ideas for mini-projects relevant for the ODINE call.

SKILL[4] (Studierendenkonferenz Informatik) is the national computer science conference for students of German universities. As described above for the CSCUBS conference, this yearly event aims to promote research in computer science and scientific exchange among students. The University of Bonn, through Prof. Auer and Dr. Fabrizio Orlandi, are organisers of the event and will encourage students to submit business ideas, projects and implementations which fit the ODINE objectives. This will foster the development of ideas and business plans for Open Data in Europe.

Enterprise Information Systems lecture and seminar allows students to improve their competency and expertise especially regarding data-driven enterprise applications. Comprehensive coverage of latest Enterprise Data and Linked Data trends and techniques facilitates the possibility to develop and present a small business plan during the course, which can evolve into an ODINE proposal afterwards.

Fraunhofer IAIS with the help of these affiliations and activities is able to support selected ODINE projects with consulting and supervising. Selected participants are able to improve their knowledge of Open Data technologies and adjacent fields, e.g. AI technologies.

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[2] http://www.exist.de/DE/Programm/Exist-Gruenderstipendium/inhalt.html
[3] http://cscubs.cs.uni-bonn.de/2015/
[4] http://skill.informatik.uni-leipzig.de/blog/

4.3   Open Knowledge Foundation

Open Knowledge Foundation Germany (OKFDE) is directly affiliated with three academic institutions:

- Freie Universität Berlin through Prof. Claudia Müller-Birn

- Technische Universität Berlin through Prof.em. Lutterbeck

- Wirtschaftsuniversität Wien and Universität Wien personal and through OKFAT

OKFDE will leverage these affiliations and networks to make use of these resources to provide training activities and attract young entrepreneurs to participate in ODINE project. OKFDE will try to combine those efforts with the listed partners above and will include also the School of Data programme.OKFDE will join the career fair and explore the possibilities to attract young entrepreneurs to startup new businesses in open data related areas. Furthermore OKFDE will try to get Copenhagen Business School onboard of the ODINE programme.

TABLE 3. EXPECT IMPACT OF OKFDE'S ACTIVITIES

Activity	Time scale	Presenter(s)	No. Attendees in total
Presenting and training in information day, peer networking, etc	4 times all through the project	Walter Palmetshofer	360
FU Berlin - Labor für Entrepreneurship	Once a year (summer semester)	Walter Palmetshofer	50
Technische Universität Berlin Centre for Entrepreneurship	Once a year (summer semester)	Walter Palmetshofer	50
WU Wien Institute for Entrepreneurship & Innovation	Once a year	Walter Palmetshofer	50
Universität Wien Career Fair	Once a year	Walter Palmetshofer	50

4.4   Telefonica

Telefonica has reached out to several business schools to participate in ODINE. All of those business schools have set up, or are setting up, master courses on big data. There is a natural win-win between ODINE startups or SMEs on the one hand, and business schools on the other hand. ODINE provides an environment for realistic assignments of business school students, while

those students provide the ODINE startups/SMEs relevant commercial and market insights related to big data market opportunities. The business schools currently signed up include

- IESE Business School, University of Navara, Spain - Mr Javier Zamora
- EADA Business School, Spain - Dr Manu Carricano
- TBS Toulouse Business School - Dr. Lourdes Perez

Dr. Richard Benjamins will give presentations to big data and marketing master students at EADA and TBS events, and will disseminate the ODINE opportunity and encourage participation. The first presentation is scheduled at EADA for May 22, 2015, where 6 groups of Big Data students will present their projects and the best will be given an award.

In relation to FIWARE activities, there are several ongoing training activities related to Smart Cities and IoT. In particular, there are two relevant activities already planned that will involve talks on Smart Cities and Open Data, where students will be informed about ODINE opportunities.

TABLE 4. EXPECT IMPACT OF TELEFONICA'S ACTIVITIES

Activity	Time scale	Presenter(s)	No. Attendees in total
Presentation and participation in end-of-course student event at EADE	once a year	Richard Benjamins	30
Master on IoT and Smart Cities. University of Salamanca	2015-2016	Sergio Garcia	20-30
MOOC on IoT Platform and Smart Cities	2015	Sergio Garcia	A high number of online attendees is expected

5   Conclusions

This document has presented ODINE's strategy to engage with universities from different partners. General speaking, the engagement activity can be divided into the following categories:

- Lectures, including online courses
- Secondments
- Conferences, workshops, career fairs and other physical events
- Partnership with organisations that have close relationship with research institutes

From Table 1 to Table 4, we expect that there will be 4000 attendees, who will attend our programmes directly from all over the Europe. Furthermore, all the activities will be covered by the ODINE marketing toolkit, including project website[5], social media channels and The Guardian

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[5] http://opendataincubator.eu/

microsite[6] which has been detailed in D5.1. We are expecting that, at the end of the project, the total views of the reports, blogs, videos and other publications out of those activities can reach to 1 million audiences in Europe.

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[6] http://www.theguardian.com/media-network/series/open-data-economy