

<IMPACT>

START ACCELERATE IMPACT

FI-PPP Information Day and Workshop
Poland, 23rd October 2014



Seayaventures

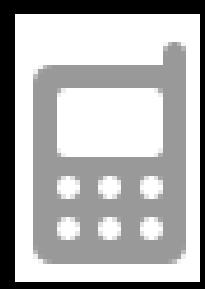


IMPACT project has received funding from the European Union Seventh Framework Programme (FP7/2007-2013) under grant agreement n° 632828



IMPACT, the FIWARE accelerator focused in mobile

IMPACT aims to accelerate innovative projects focused on **Mobile Internet** and built upon **FIWARE Technology**.



6,4 M€
to
64 Start-ups



- Media & Advertising
- Communication
- Social & Learning
- Video
- Design
- Education
- Entertainment
- E-Commerce
- Devices
- SBM
- Connected TV
- Infrastructure
- Social Networks
- Productivity
- Finance
- Smart cities
- Safety
-

Who promotes IMPACT Accelerator?



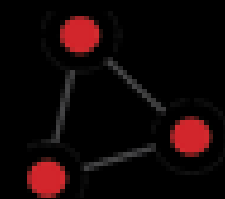
World class Global Corporation
in the **mobile**
commerce ecosystem,
wholly-owned subsidiary of
NTT DOCOMO



World ´s first “internet only”
business school
providing
an **internet business** master’s degree
integrated with a full start-up support ecosystem



Venture capital company
led by the super business angel investor
in the Digital Sector
Michael Kleindl



TEKNOLOGIUDVIKLING.DK

Consultancy firm specialized in funding and **management** of competitions thru

The first & largest public funding platform for startups with more than 12 M€ available to support startups



Who can apply to IMPACT?

IMPACT Beneficiaries

- **SMEs** (legal persons)
 - **Web Entrepreneurs** (physical persons) participating in groups of minimum 2 members
- Established in any of the 28 **European countries** or a FP7 Associated countries.

IMPACT Type of Projects

- **Start-up stage:**

Projects with a working prototype available
With at least two founders working full time for the project
Valued at less than a million Euros



Objective:
To be launched into the target market in six months time

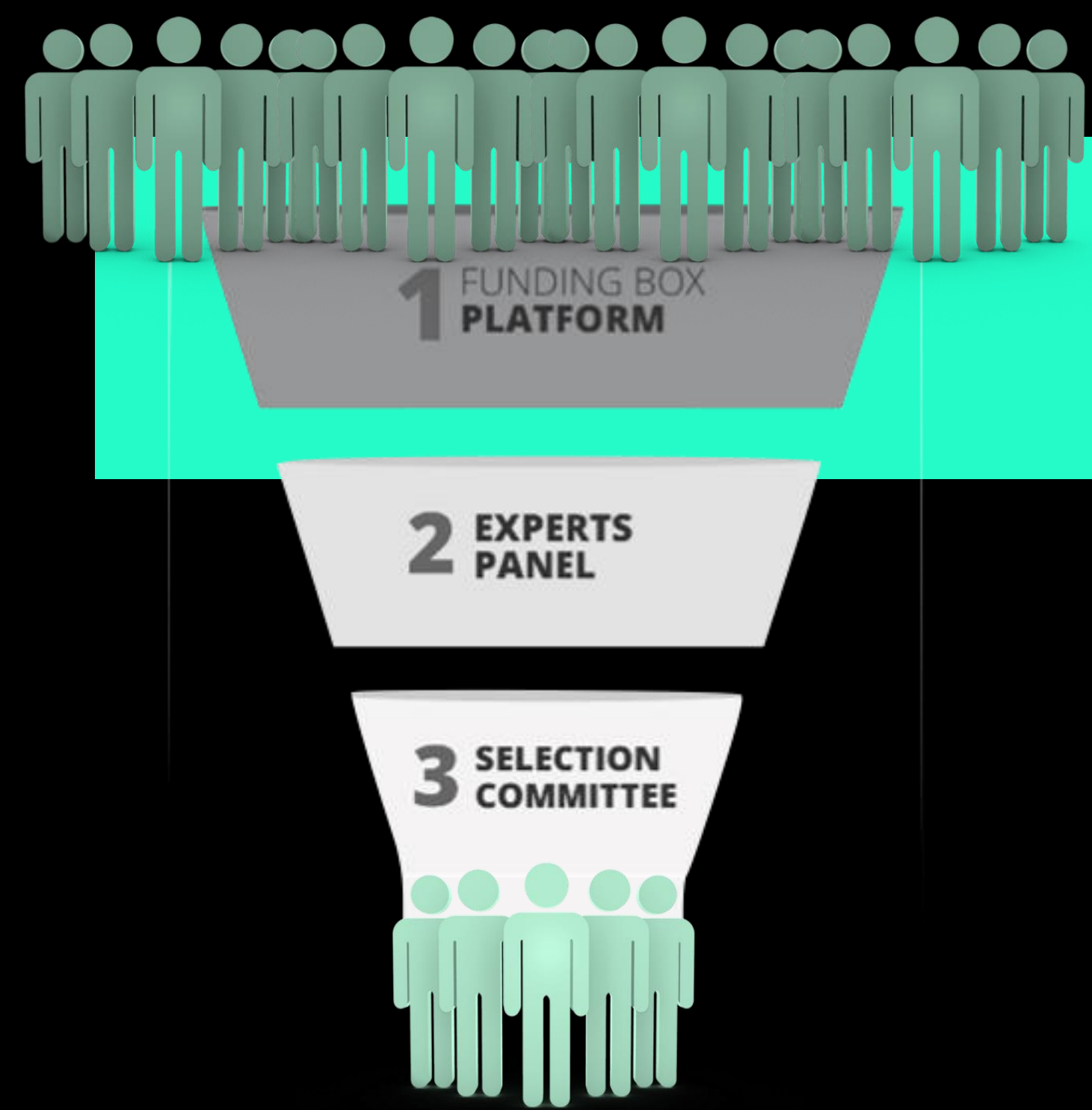
- **Growth stage:**

Companies already present in the market for less than seven years
turnover below two million Euros
founders still own 51% of Shareholders' Equity



Objective:
its globalization or the consolidation of a change of business focus

How will we be evaluated?



Phase 1.

Candidates have to present their projects via



The accomplishment of the 'Eligibility Criteria' will be checked and applications will be 'automatically scored' on the following criteria depending on the category selected:

Start-up category

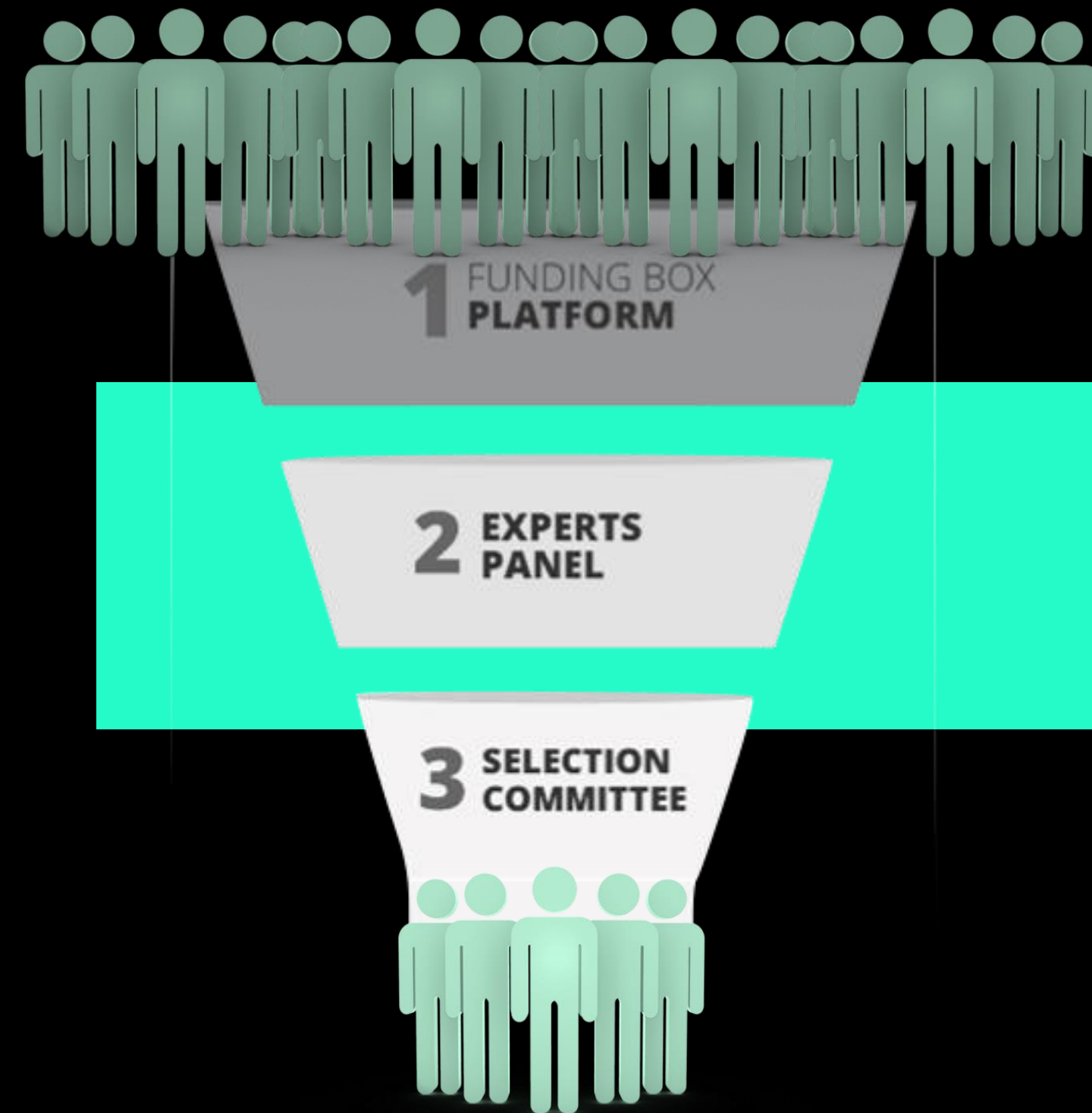
1. Level of usage of **Mobility** concept
2. Level of integration of **FI-WARE** technology
3. Functional **prototype** available
4. **Founders** dedication to the project
5. **Years** since constitution
6. Company **value**
7. Objective: to be shortly in the **market**
8. **Metrics** in terms of Users, Sales and Profit.

Growth category

1. Idem
2. Idem
3. Idem
4. Idem
5. Idem
6. **Turnover**
7. Founders **equity**
8. Idem

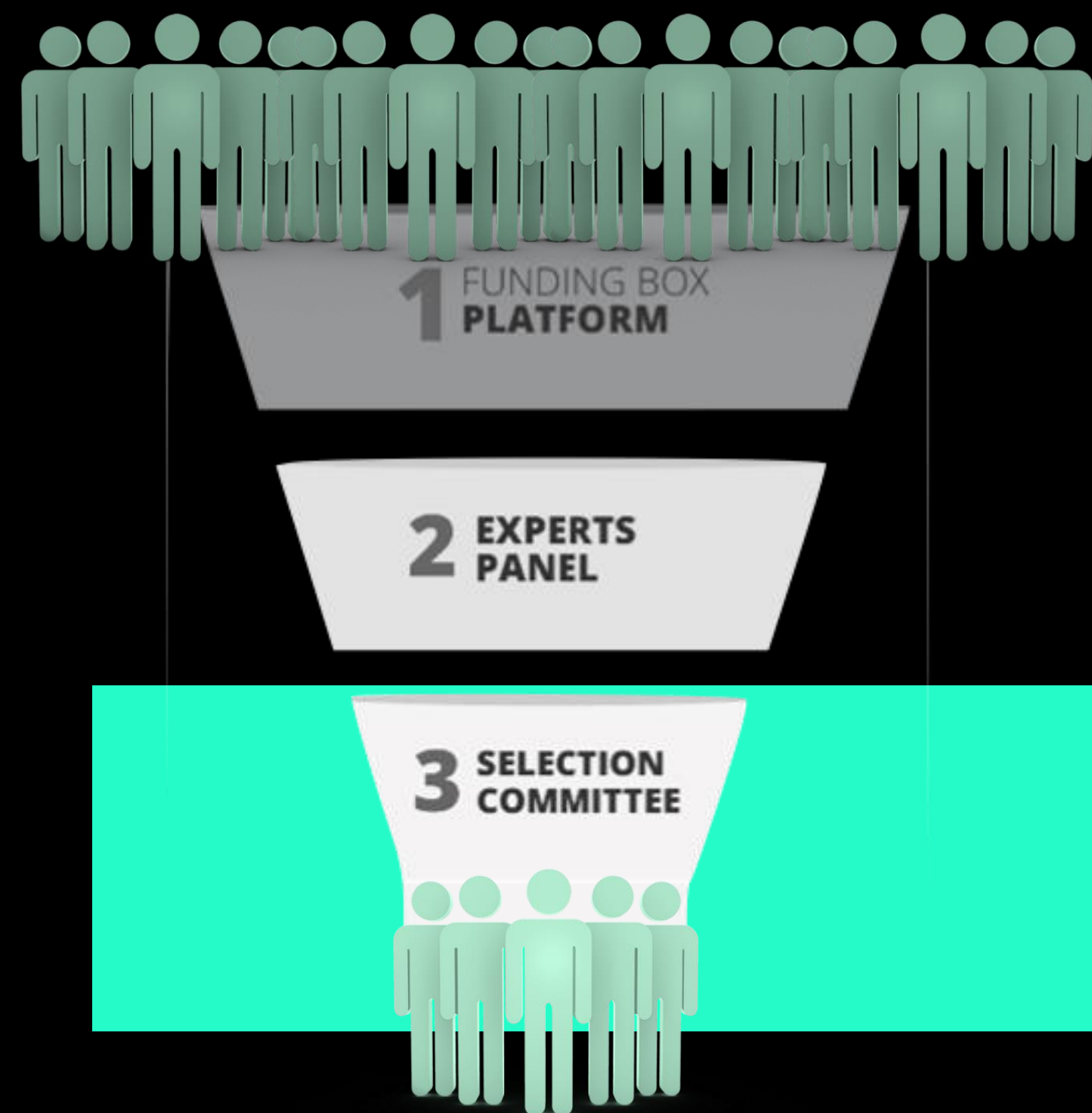
Evaluation Criteria.

1. Market opportunity
2. Technology (Integration of FIWARE technology)
3. Competition/Differentiation
4. Commercial Strategy and Scalability
5. Financials and Metrics
6. Team



Phase 2.

The best 250 applications ranked will be evaluated by a panel of external experts (IMPACT evaluators).

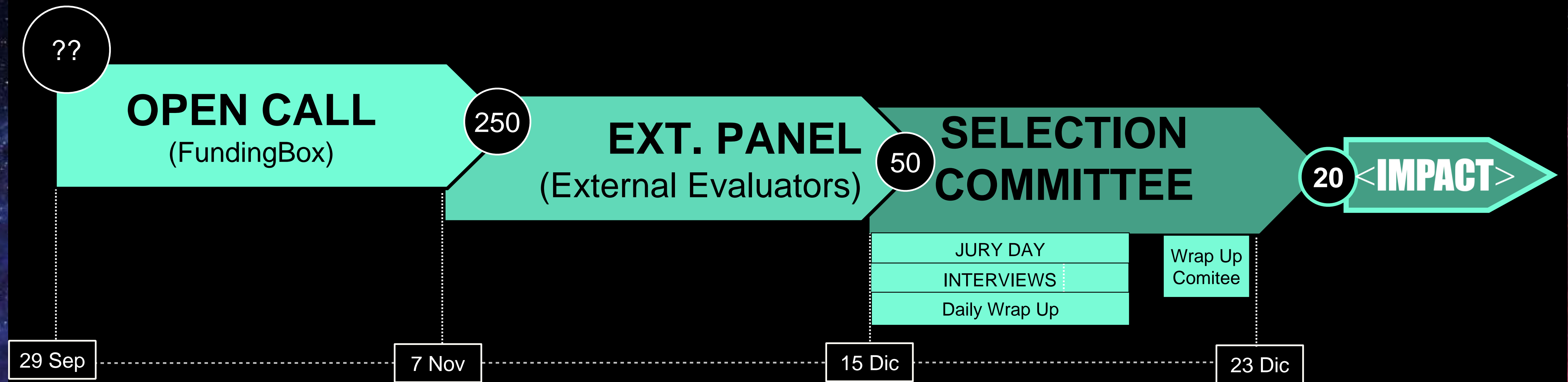


Phase 3.

The top ranking 50 proposals, according with 'Experts Panel' evaluation, will pitch their projects in the **Jury Day**.

The **Selection Committee** will nominate the **20 winners** selected to start the Acceleration Program

Timeline



The most innovative projects, with a higher growth potential,
will be selected to be accelerate by IMPACT

What does IMPACT provide me?

100.000 € per project

90.000 € **Funding** (non-refundable) to be sequentially delivered and

90.000 €



10.000 € in services related to a 6 months **Premium Acceleration Program** including

Acceleration Program....

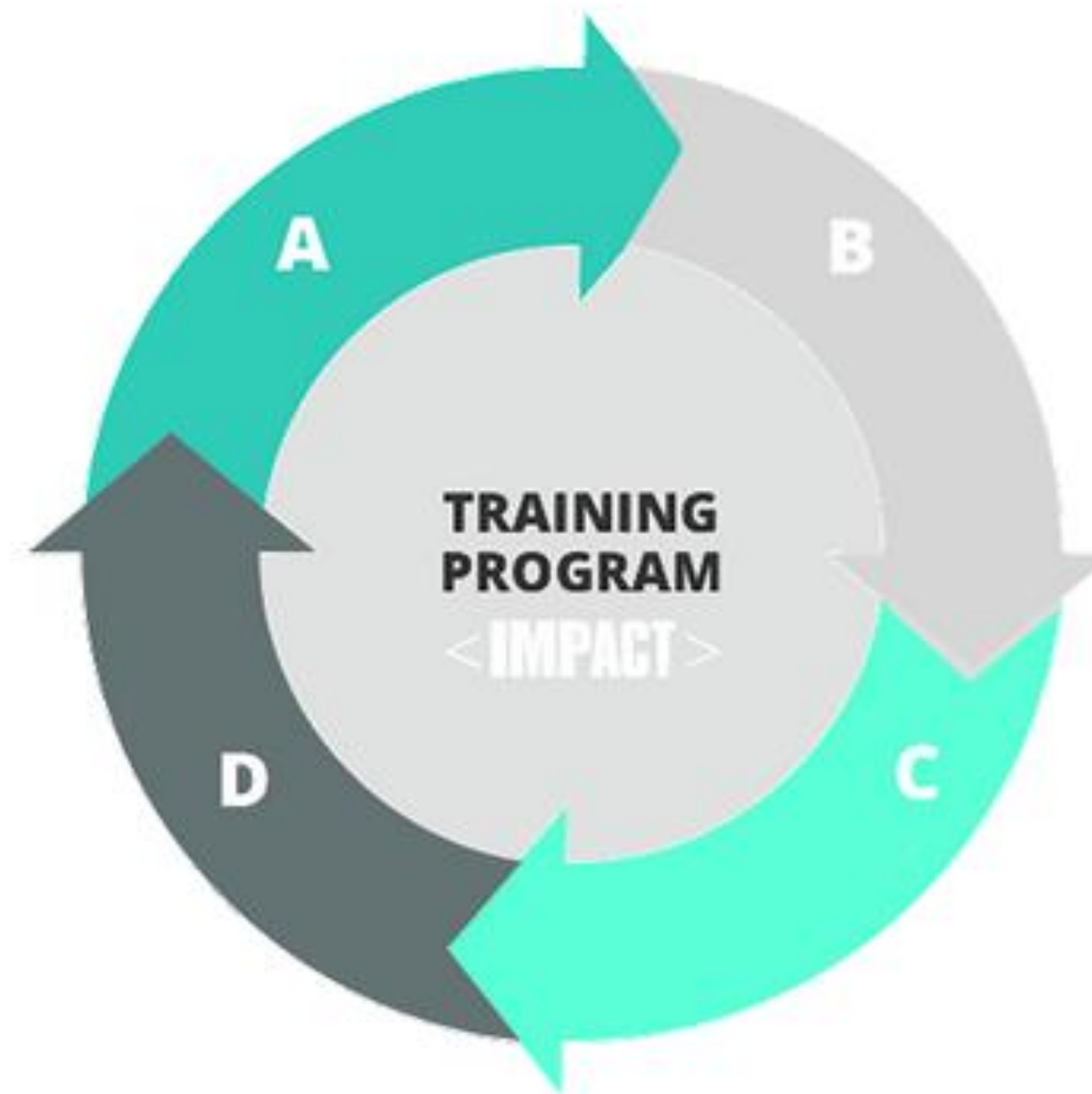
Specialized Training

A. 50 hours face-to-face classes

- From concept to prototype
- Technology
- Digital marketing & sales
- Company creation
- Funds & exiting

D. Start-up exercises

Under the guidance of the mentors, start-up implements what was learned in the training process, converting knowledge (or know-how) into real business experience.



B. E-Learning

3 courses of e-learning techniques dealing with digital specializations to choose from a portfolio of 10 options.

C. Entrepreneur talks

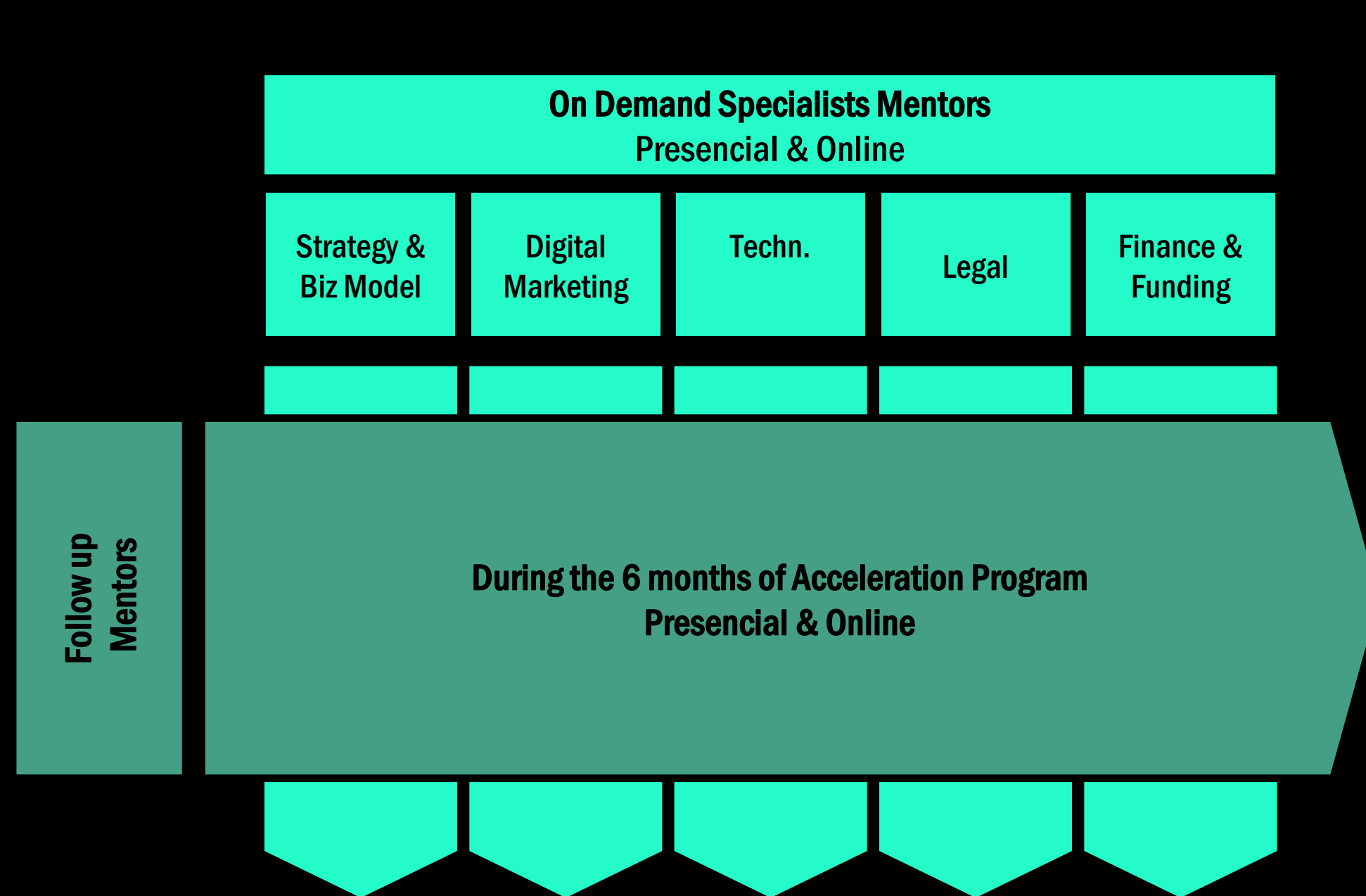
Successful entrepreneurs will give talks, highlight difficulties & will exchange tips with the accelerated projects.

Acceleration Program

High level Mentoring under the guidance of **key world class digital ecosystem professionals and entrepreneurs.**

Each start-ups have:

- **Follow-up mentor:** individual mentor to guide startup holistically thru the acceleration process.
- **Specialists Mentors on call:** high level professionals to deal with specialized matters.



Acceleration Program

Complementary public funding opportunities

- Tailored Funding workshops on European Funding Programs
- Individual Reports on public Funding

Demo Day

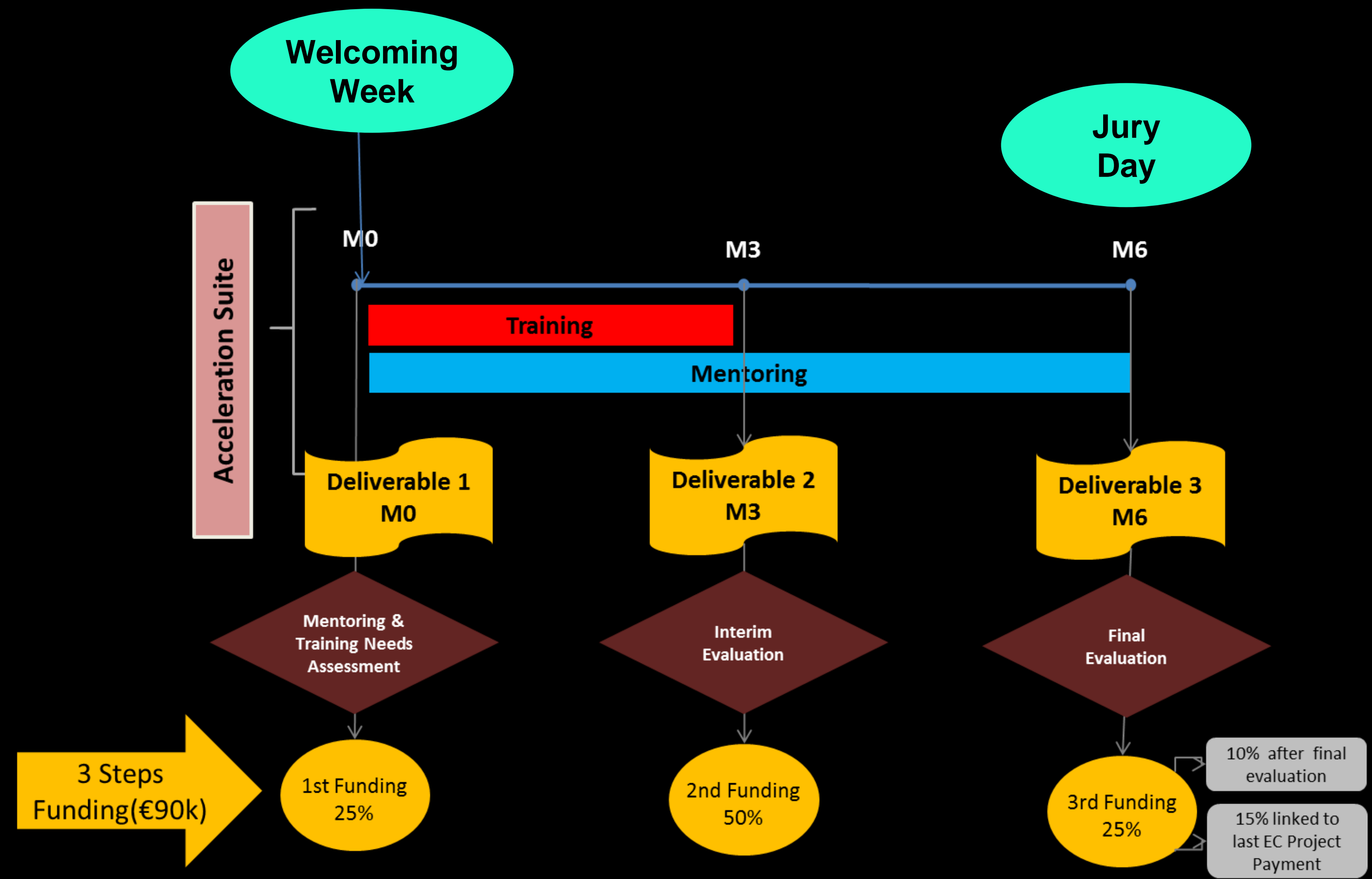
Event closing the acceleration program where start-ups will have the opportunity to present their project to a group of investors, getting the opportunity of increasing the investment for the implementation of their projects

Extended Funding Phase

Fast track access to the IMPACT partners Acceleration Programs, offering them up to 250.000 €, on top of the EU funding, vs. 10% of equity with a 25% discount to be applied at market value

Timeline

Acceleration Program:



when can we apply?

- **1st Open Call:** from September 29th to November 7th 2014

Apply Now

www.fundingbox.com/impact/apply/

- **2nd Open Call :** May 2015
- **3rd Open Call :** October 2015

IMPACT contact

For more info <http://www.impact-accelerator.com/>

General Info: info@impact-accelerator.com

Open Call doubts: opencall@IMPACT-accelerator.com

Thanks you very much for you attention!
We wait you on IMPACT!

IMPACT TEAM

THANKS

<IMPACT>

<ISDI>
Instituto Superior para
el Desarrollo de Internet

B!
BUONGIORNO

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FIWARE
Accelerate
Join the innovation ecosystem