



SmartAgriFood 2

FI-PPP INFORMATION DAY AND WORKSHOP

23/10/2014, Poznań, Poland

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Phase 3 FI-PPP project supporting SMEs in the development of smart services
and applications for the agri-food sector



FUTURE
INTERNET
PPP



Main bottlenecks to overcome in ICT and Agriculture for smart farming

- handling **large amounts of data** from agricultural equipment
- **interoperability** between various systems at farm level and in the supply chain network
- **standardization**
- **small-scaled, regional and isolated** software development
- **national or regional focus** and cultural differences

SmartAgriFood2 is introducing Future Internet solutions to meet these challenges as part of FI-PPP





Do you have an idea for
an APP for agriculture ?
We have €4M in funding
available!

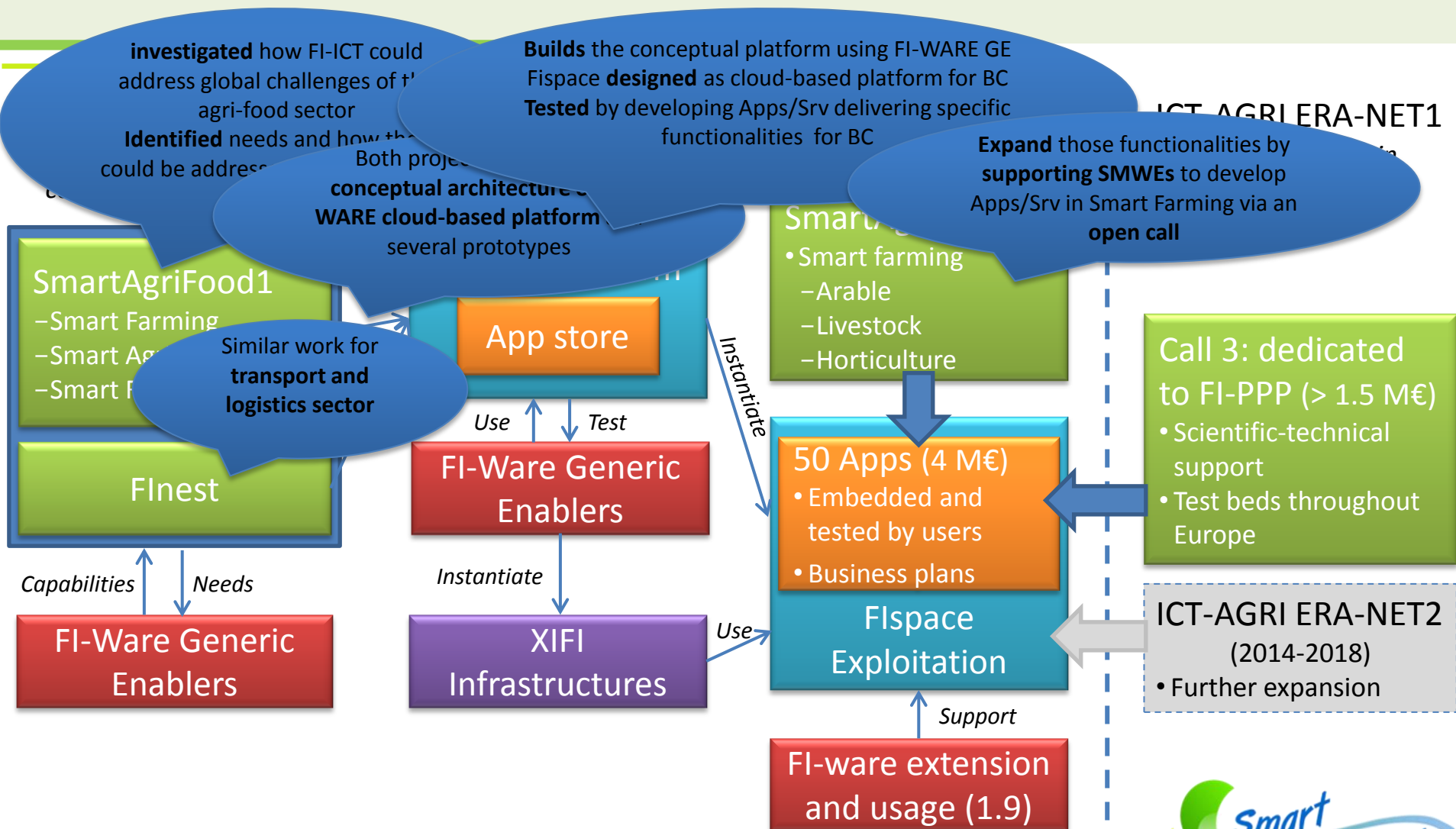
For more info and to apply visit
www.smartagrifood.com



Context overview

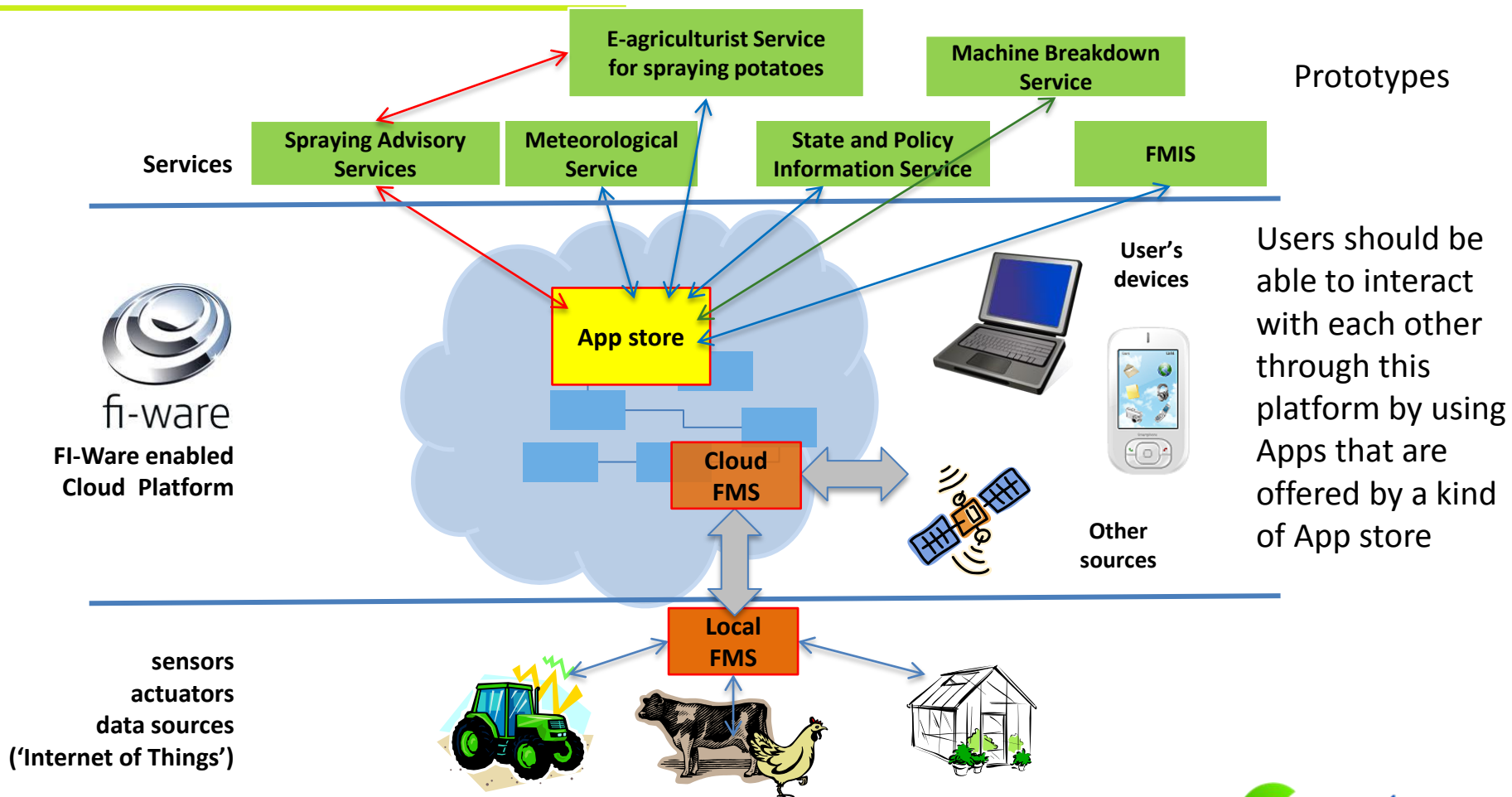
- FI-PPP EC program was conceived to address challenges in the areas of technology, business, society and governance so the **future** development of the **Internet** can sustain the **networked society** of tomorrow.
- Performed in **three phases** from 2011 to 2016.
- Four main components
 - Technology foundation
 - Capacity building and infrastructures
 - Usage areas and use case projects
 - Programme facilitation and support

Relationship previous FI-PPP phases and ICT-AGRI ERA-NET



Vision - Smart Farming in the Cloud

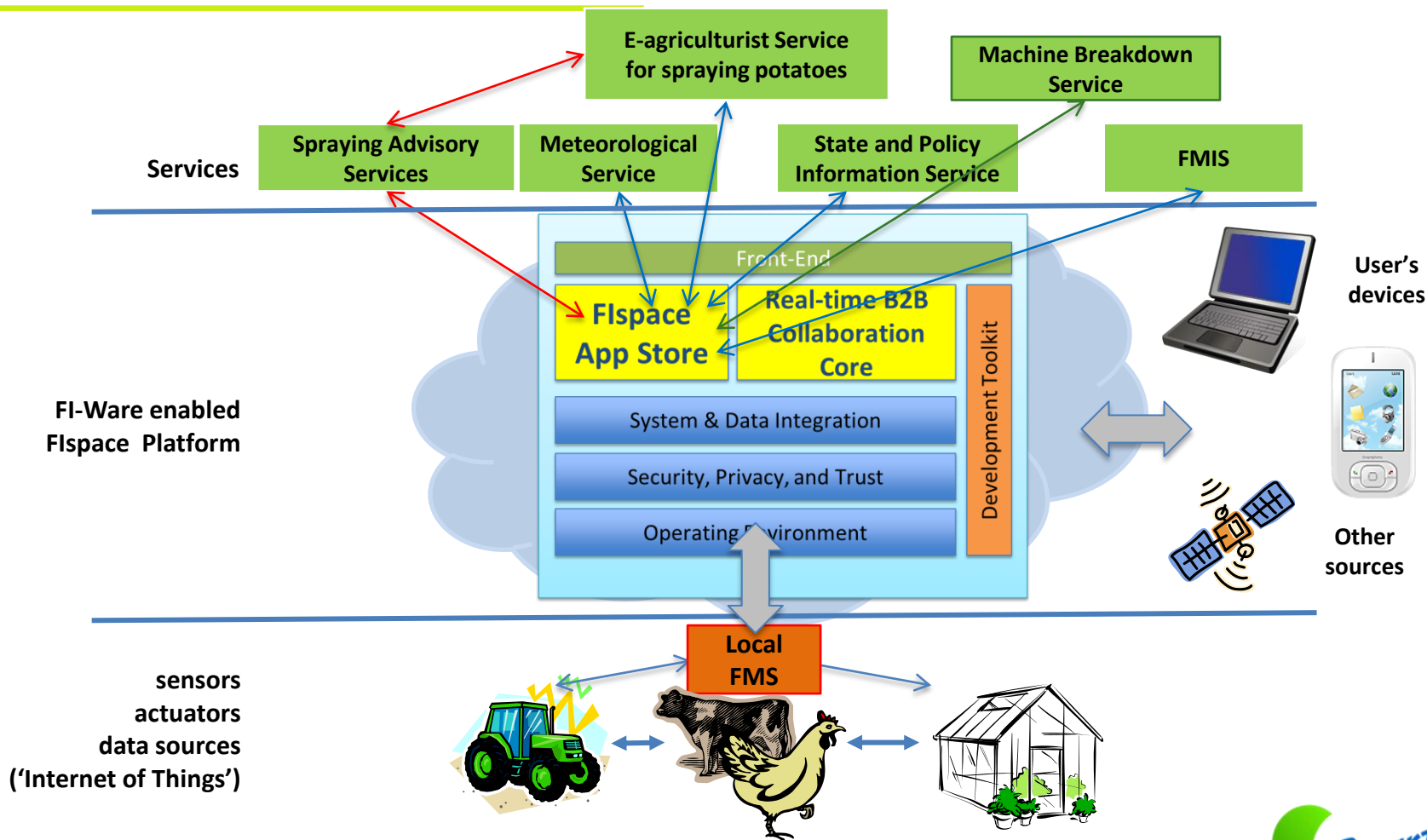
Intelligent use of data-rich ICT services and applications



Basic idea of the conceptual architecture was to establish a cloud-based FMS, based on FI-Ware GEs, that combines data from all types of sensors and actuators in the farm with all kind of services that farmers need to support and improve their management decisions.

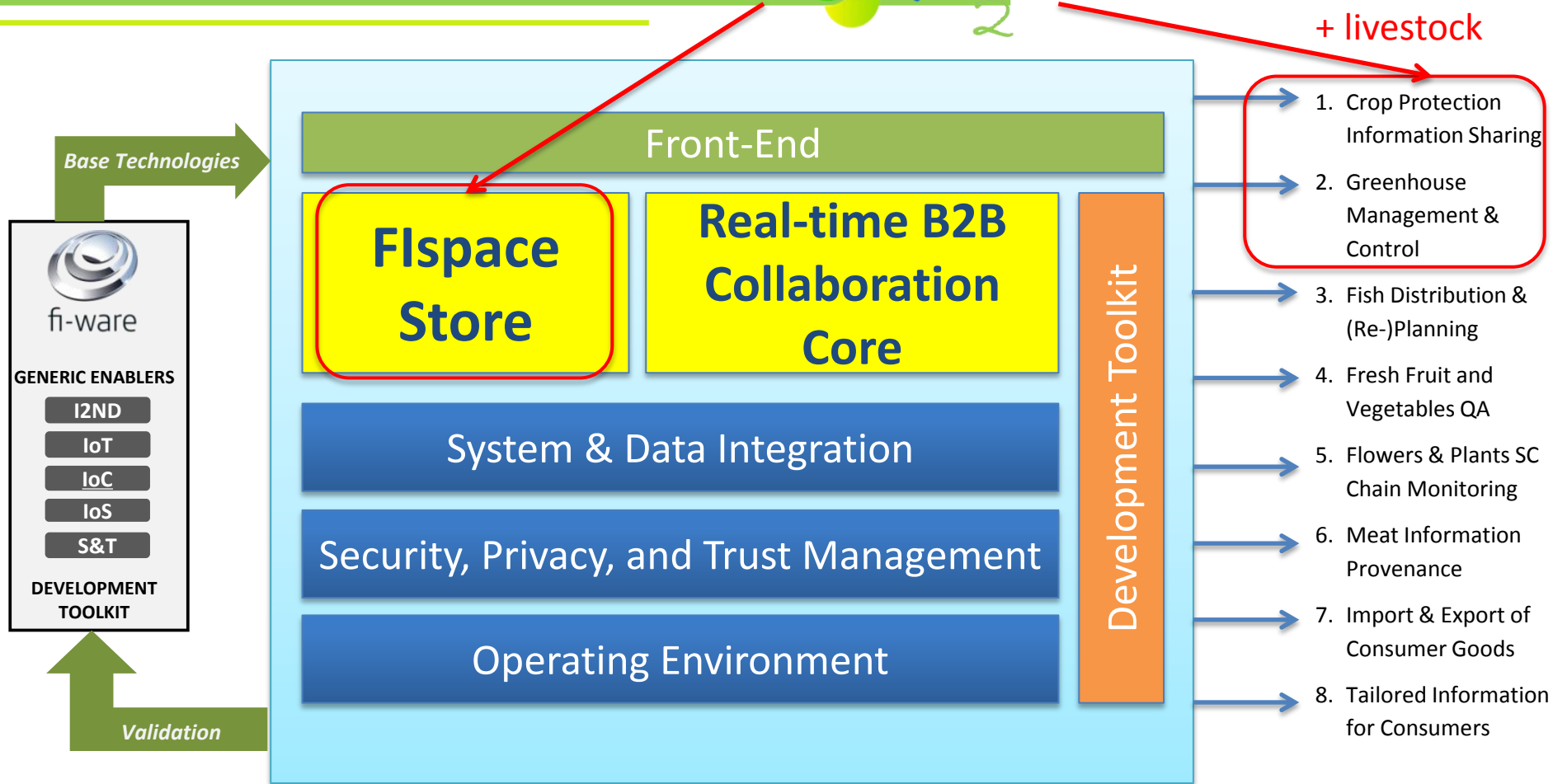
Smart Farming in the Cloud using Flspace

Implementation and large-scale experimentation being realized in Flspace



The objective of Flspace is to develop a FI-Ware enabled, cloud-based platform for business collaboration.

Flspace platform High Level Architecture



- All these components will use and validate several GEs from FI-Ware
- 8 trials will validate and demonstrate the Flspace platform
- Several apps are planned to be developed through the open calls in Phase 3



4 Accelerator projects on agri-food

- **SmartAgriFood2**
 - Smart farming (livestock, arable & horticulture)
 - Coordination: WUR (Wageningen University)
 - Open call: 4M€
- **Flnish**
 - Agri-Logistics
 - Coordination: ATB/WUR
- **Fractals**
 - Smart Farming in Balkan
 - Coordination: Serbia/Greece
 - Open call: 5.5 M€
- **SpeedUp!Europe**
 - 1/3 Agrobusiness Park (DE)
 - Coordination: DE/DK
 - Open call 1.9 M€

For other FIWARE accelerators look at:
www.FIWARE.org

Total open calls in agri-food:

~ **16 M€** in 2 years

~ 150 Apps





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Building on:



In collaboration with:



SmartAgriFood2 scope

To establish a **software ecosystem** enhancing B2B collaboration for smart farming in which:

- Farmers improve their business by **affordable, smart ICT applications and services**
- **Software providers are supported in developing** these affordable smart ICT applications and services and offer them in a global market place
- Focus in three representative subsectors: **Arable farming, Horticulture and Livestock farming**



SmartAgriFood2 objectives

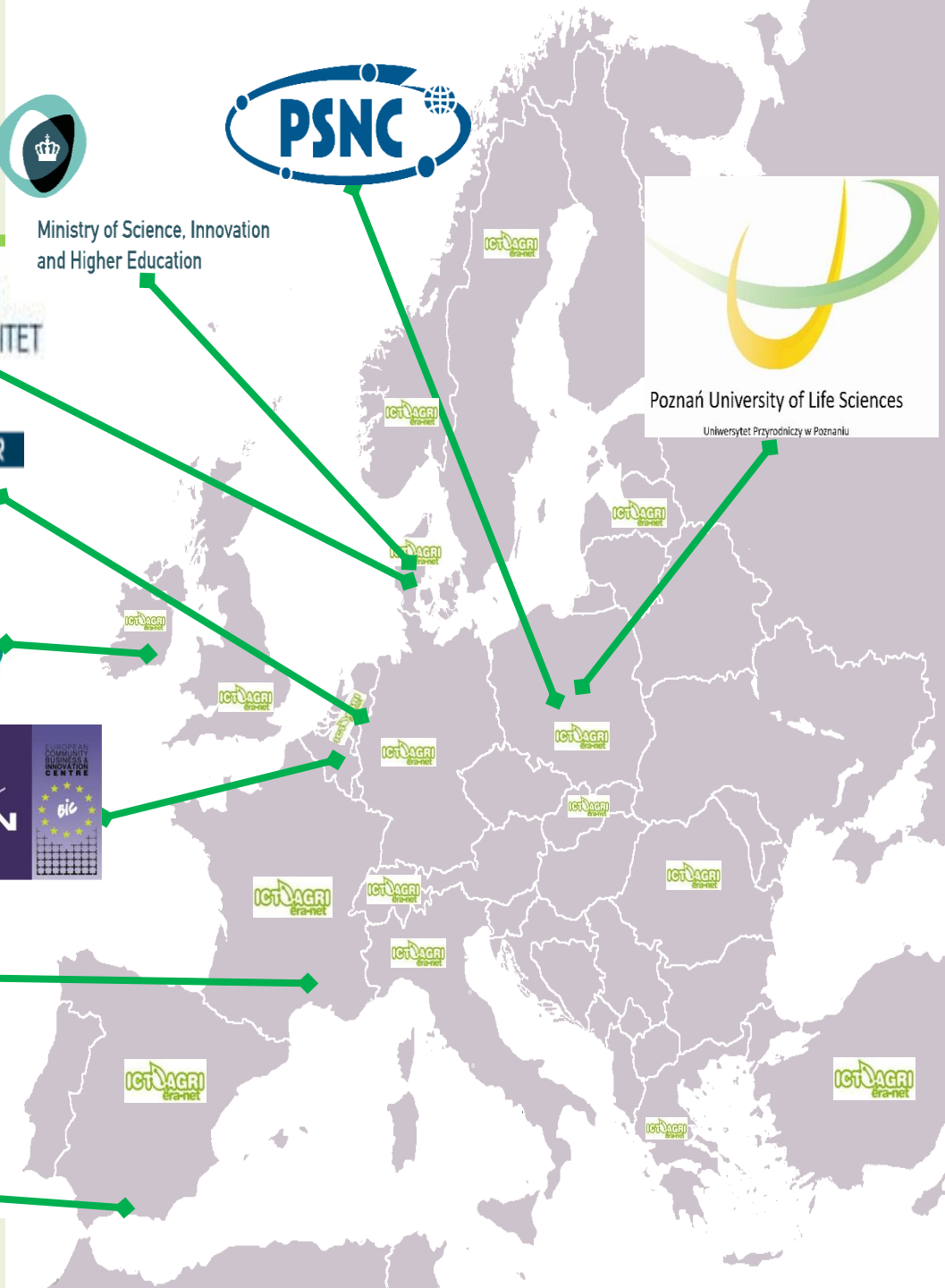
- to **build on the FI-PPP outcomes** (SmartAgriFood and Fispace) to enhance the range and depth of smart applications available through the Fispace
- to **consolidate the positioning of Fispace** as the leading B2B collab platform for the European agri-food sector.
- to manage an **open call** process to identify and support **SMWEs** in the development, end user testing and exploitation of these applications
- to build a **close collaboration with ICT Agri ERA-NET** partners to leverage regional and national funding to complement the planned activities



Ministry of Science, Innovation and Higher Education



TVT Innovation



WP1: Launch of Joint SmartAgriFood2 call and ICT-AGRI call 3

Start date (M1)

Open Call
M3-M4

150+ SMWEs
Applications

Evaluation & Selection
M5-M6

WP2: SmartAgriFood2 evaluation, selection & negotiation of the Milestone Development Plans

Negotiations & Milestone
Development Plan
M7



Contracts signed
M8

WP3 - Level 1: 50 selected SMWEs work on developing working prototypes

Level 1
M8

MENTORING:
SmartAgriFood2 partners provide guidance on FI-PPP usage & exploitation

Milestone:
working prototype

ICT-AGRI funds experts to support SMWEs with agricultural knowledge & identify/end user trials

M13
Level 2
M14

WP3 - Level 2: 40 successful SMWEs test their new prototypes in end user trials in minimum of two countries



M19
Level 3
M20

Milestone:
successful end user trial

M24

WP3 - Level 3: 30 SMWEs successful prepare investor ready business plans

CALL OPENED 15 Sep. 2014



Visit us at: www.smartagrifood.com

What are we looking for?

- SME's and web entrepreneurs to lead the development of a new generation of ICT products to support **smart agriculture**.
- Apps and services (new or existing) must use **FIWARE** technologies
- Apps and services targeting in particular **arable farming, horticulture, livestock**

What's in it for SME's?

- Up to **€100k in funding** over 3 stages of development: Prototype, End user Testing & Business Development
- Mentoring and hands on support from an experienced range of ICT, agri and business experts

Get started

- Get feedback on your idea: pre-proposal check service available
- Call closes **15 November 2014**



Application Procedure

- One-stage procedure
- Each project (whether a single company application or a consortium application) must identify a Coordinator
- All applicants need to be registered users in the ICT-AGRI website
- Application form:
 - Project information: online form to be completed by the Coordinator
 - Information on each partner: online form to be completed by each partner individually
 - Information on the budget: online form to be completed by each partner
 - Description of Work: 10 page document following specific template to be uploaded by the Coordinator

Description of Work

- What is the agricultural Problem you are addressing? (max. 0.5 page)
- What is the smart agriculture Solution are you proposing? (max. 0.5 page)
- Describe your ICT Product (identifying specifically how you propose to use FIWARE technologies in the proposed project (i.e. FIWARE GEs, SEs and/or domain specific platforms, most notably the FIspace platform). (max 1 page)
- Describe the Market for this product (ideally but not essentially addressing one or more of the targeted domains of arable farming, horticulture, livestock production) (max. 1 page)
- Describe your Team and the planned cooperation with ICT-Agri and other third parties where applicable (max. 1 page)
- Who are your Competitors? What is your Unique Value Proposition? (max. 0.5 page)
- What is your proposed Route to Market? (max. 0.5 page)
- What is your Business Model? How will you make money? (max. 1 page)
- Activities: Describe the planned activities in each of the three levels of development. (max. 2 pages)
- Milestones: What milestone do you propose to measure success at each level of development? (max 1 page)

More information

- <http://www.smartagrifood.com/>
- <http://www.Flspace.eu>
- <http://www.fi-ppp.eu/>

Documents

Quick start guide - <http://www.ebn.eu/uploads/projects/36/documents/SAF2 ICT-AGRI Quick Start V8.0.pdf>

Full call guidelines

<http://ebn.eu/uploads/projects/36/documents/SAF2 ICT-AGRI Guidelines%20v%206.7.3.pdf>

Pre-proposal check service - http://www.ebn.eu/uploads/projects/36/documents/pre-proposal_check_form%20V4.docx

Or contact us:

<https://www.linkedin.com/groups/SmartAgriFood-3996825>

<https://twitter.com/SmartAgriFood>

Project coordinator - sjaak.wolfert@wur.nl (WUR)

twitter

LinkedIn



Thank you for your attention!

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