

# <IMPACT>



TEKNOLOGIUDVIKLING.DK

Seayaventures

We subsidize, accelerate & invest in the best mobile internet start-ups leading them to generate global impact.



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



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FIWARE  
**Accelerate**

Join the innovation ecosystem

# What is IMPACT

IMPACT (Internet Mobile Projects Accelerator)  
is one of the 16 consortia selected by the European Commission within the framework of  
the Seventh Framework Programme

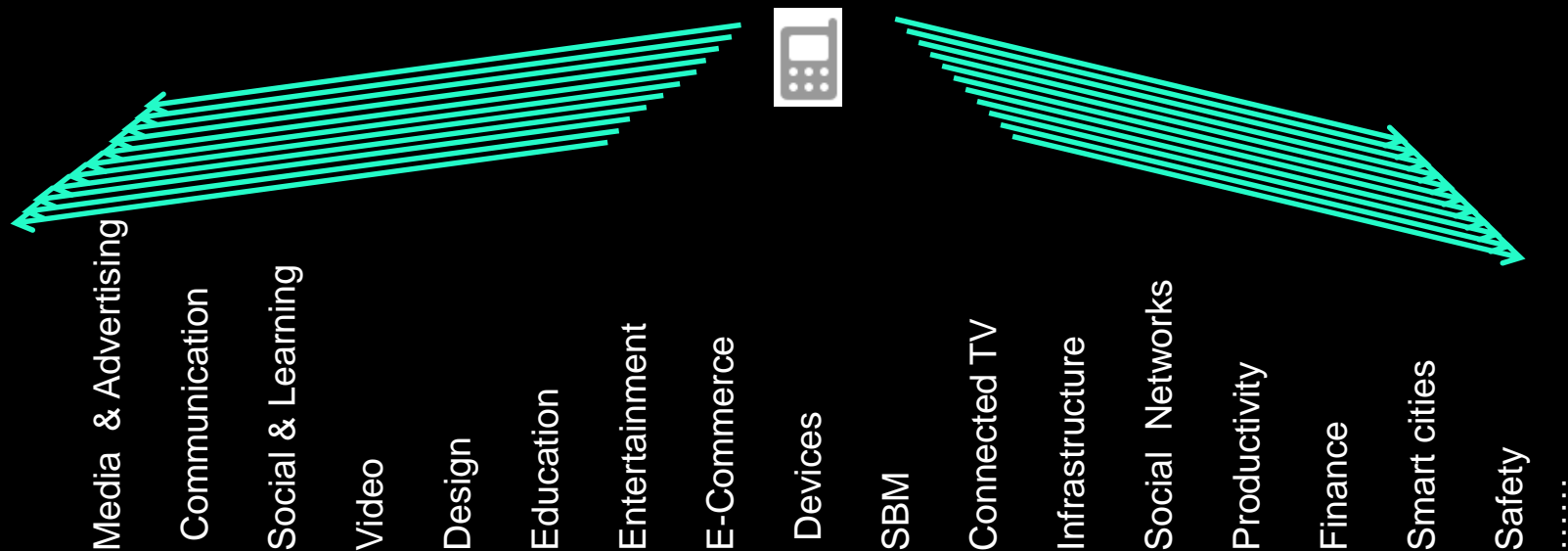


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# IMPACT Domain

IMPACT is the FIWARE accelerator focused in mobile

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



# IMPACT Partners

It is made up of ISDI, Buongiorno, Teknologiuudvikling ApS , Seaya Ventures and a network of entrepreneurs and well-known professionals of the digital European ecosystem.



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

## Seaya ventures

**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

< **IMPACT** >



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 **FIWARE**  
**Accelerate**  
Join the innovation ecosystem

# Key Facts & Objectives

- 6.4 M € for startups funding
- 64 Start-ups to accelerate
- 100K € seed to be distributed to each startup
- 3 Open Calls to be launched
- 6 Months of Premium Acceleration Service

# Requisites To Enter IMPACT Program

## **Type of beneficiaries:**

- SMEs (legal persons) participating on their own (only one SME)
- Web Entrepreneurs (physical persons), participating in groups of at least two individual members

And being established in any of the 28 European countries or a FP7 Associated countries

## **Eligibility criteria :**

- Use of FIWARE technologies.
- Scope of the proposal in Mobile domain

# Formal Requirements

## **Admissibility criteria:**

- Be submitted through FundingBox
- Be submitted before Deadline
- Be submitted in English.

## **Exclusion criteria** are:

- The same proposal cannot be funded by more than one FIWARE Accelerator
- Only one proposal per SME or individual can be submitted

# IMPACT type of projects

- Projects with a **working prototype** available
- With at least **2 founders** working **full time** for the project
- Founders **still own 51%** of Shareholders' Equity
- Present in the **market for less than 7 years**

Objective: 

If already in the market: **globalization or a change** in the business focus

If not: To be launched into the target **market in six months time**



# Phase-based SELECTION PROCESS



- 1) Candidates present their projects via **Funding Box platform**: those complying the standard requisites will move to the second step .
- 2) Projects are evaluated by a **Panel of independent experts**: those with the best marks will move to IMPACT Selection Committee
- 3) The **Selection Committee** will identify the approx 20 finalists accessing IMPACT Acceleration Program.

# 3 Calls For Application

CLOSED

**1<sup>st</sup> Open Call** → 29 Sep 2014 > 7 Nov 2014

CLOSED

**2<sup>nd</sup> Open Call** → 1 April 2015 > 30 April 2015

**3<sup>rd</sup> Open Call** → approx. October 2015

# Results Of The 1st OPEN CALL

POSTED (by Applicant category)	#
Start-ups stage	424
Growth stage	91
	<b>515(*)</b>

(\*) out of 845 applications

# Results Of The 1st OPEN CALL

POSTED (by country)	Total
Spain	263
Italy	86
Poland	34
UK	20
Germany	16
The Netherlands	11
Others (24 countries)	85
	<b>515</b>

# Phase-based SELECTION PROCESS



Madrid, 2014 Dec 18-19

19 startups selected (17 SMEs, 2 individuals)

- 11 Spain
- 3 Italy
- 2 The Netherlands
- 1 Poland
- 1 Denmark
- 1 Slovenia

# ACCELERATION Program

**100.000 € per project**

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

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

# Phase-based FUNDING PROCESS

90.000 €



**INSTALMENT #1: 25% - Month 0.**

Or after the process of selection and signing a grant agreement.

**INSTALMENT #2: 50% - Month 3.**

After fulfillment of business milestones

**INSTALMENT #3: 25% - Month 6**

2 scheduled payments : 10% at completion of acceleration + the remaining 15% 6 months after completion

# Training

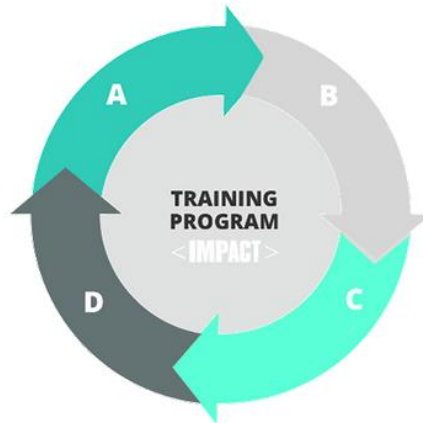
## Specialized Training

### 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.

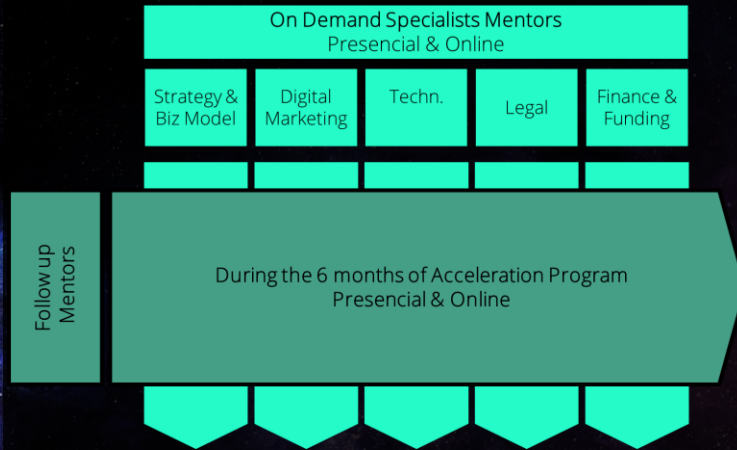
### C. Entrepreneur talks

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



# Mentorship

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



**One Follow Up Mentor per startup.** In charge of:

- supporting the startup along the 6 months
- co-evaluating the fulfillment of the funding milestones

*[6 – 12 ] mentoring sessions along the 6 months of Acceleration*

**A pool of Specialized Mentors.** In charge of providing on-demand support on vertical topics:

1. LEGAL
  2. FINANCE
  3. MARKETING
  4. SALES
  5. TECHNOLOGY
- ETC .

*[5 – 7 ] mentoring sessions along the 6 months of Acceleration*

# Mentorship

Complementary public funding opportunities

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

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

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a c c e l e r a t o r s . c o m

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