

Internet Mobile Content

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Start date: 01/07/2014

Duration: **24 months**



Guide for Applicants (GfA)

IMPACT 2nd OPEN CALL (2015 edition)

Closing date for proposals: Thursday, 30th April 2015 at 15:00 (CET)

Version 01/04/2015







Guide for Applicants



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1 Introduction

IMPACT is one of the sixteen projects funded by the 7th Framework Programme under the Future Internet Public-Private Partnership (FI-PPP) [http://www.fi-ppp.eu/] umbrella. FI-PPP aims to accelerate the development and adoption of Future Internet technologies in Europe, advance the European market for smart infrastructures, and increase the effectiveness of business processes through the Internet.

The FI-PPP phase 3 projects will promote the creation of innovative products and services spreading the use of **FIWARE technology** [http://www.fi-ware.org/] among European Web Entrepreneurs [WEs] and SMEs.

In particular, IMPACT will contribute to the promotion and early adoption of **FIWARE Technology**, i.e. FIWARE generic enablers, specific enablers and/or domain specific platforms, by providing **premium acceleration support and services** and distributing a total **grant** of 6,4 M \in to around 64 European SMEs operating in the **MOBILE INTERNET** space.

The IMPACT Consortium brings together <u>Buongiorno</u>, a world class Global Corporation in the mobile commerce ecosystem; <u>ISDI</u>, the world's first "internet only" business school providing an internet business master's degree integrated with a full start-ups support ecosystem; <u>SEAYA</u>, a venture capital company led by the business angel investor *Michael Kleindl*, and <u>Teknologiudviking ApS</u>, a consultancy firm specialized in the funding and management of competitions.

2 IMPACT Open Call

This document summarizes the main characteristics of the second Open Call under the IMPACT project, to be launched on April 1st, 2015 with a closing deadline of April 30th, 2014 at 15:00 p.m (CET).

Please refer to the 'Frequently Asked Questions' (FAQs) section on the IMPACT Website [http://www.impact-accelerator.com/] for further information.

3 IMPACT Types of Applicants

The second Open Call is available for specifically two types of applicants:

- SMEs (legal persons) participating on their own (only one SME) (see Section 3.1).
- Web Entrepreneurs (physical persons), participating in groups of at least two individual members (see Section 3.2).

All applicants (legal or physical persons) shall be located in Eligible countries (see Section 3.3).









3.1 Definition of SMEs

An SME will be considered as such if it meets the criteria under the *Commission Recommendation* $2003/361/EC^{1}$. In short, the criteria which define an SME are:

- Headcount in Annual Work Unit (AWU) less than 250.
- Annual turnover less or equal to €50 million AND/ OR annual balance sheet total less or equal to €43 million.

Note that the figures of partner and linked enterprises should also be considered as stated in the <u>SME user guide</u>.

3.2 Definition of Web Entrepreneurs

With respect to Web Entrepreneurs, IMPACT refers to individuals participating in groups of at least two members. An individual is a physical person and not a legal person (e.g. registered SME).

In the case of a group of individuals, one must be appointed as COORDINATOR. The coordinator will be the main contact point for the IMPACT consortium.

3.3 Eligible countries

Only applicants legally established in any of the following countries will be eligible:

- EU-28 countries: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and United Kingdom.
- FP7 Associated countries: Albania, Bosnia and Herzegovina, Faroe Islands, FYR Macedonia, Iceland, Israel, Liechtenstein, Moldova, Montenegro, Norway, Serbia, Switzerland and Turkey.

4 IMPACT Eligibility Criteria

Applicants shall consider the following eligibility criteria when applying for the IMPACT project:

- Use of FIWARE technologies. Any project submitted is required to make use of FIWARE technologies. Lack of clarity on the use of FIWARE technologies will make the proposal not eligible (see Section 4.1).
- Scope of the proposal has to lie within the **Mobile domain** (see Section 4.2).









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4.1 FIWARE technologies

The main source of information about FIWARE is http://www.fi-ware.org/.

All the information, documentation and tools needed to start using FIWARE Enablers can be found at http://catalogue.fi-ware.org/

Additionally, practical information regarding what aspects the evaluators are going to take into account, when evaluating the application forms with respect to FIWARE Enablers, are detailed in http://www.fi-ware.org/fiware-usage-questionnaire/

Finally, IMPACT has produced a series of Webinars to help Applicants better understand FIWARE technologies and these are available at http://www.impact-accelerator.com/

IMPACT promotes the use of all Enablers, although in this Open Call it is going to prioritize the following ones:

"CORE" ENABLERS

- 1. Data and Context management
 - Context Broker: Orion
 - BigData Analysis: Cosmos
 - Stream-oriented: Kurento
- 2. Applications Ecosystems and Delivery Frameworks
 - Application Mashup: Wirecloud
- 3. Internet of Things Services Enablement
 - Backend Device Management: IDAS

"SUPPORTING" ENABLERS

- 1. Data and Context management
 - Complex Event Processing: CEP
- 2. Cloud Hosting
 - Object Storage
 - PaaS Manager Pegasus
- 3. Security
 - Identity Management KeyRock
 - Access Control THA Implementation

4.2 Mobile Domain

IMPACT will consider as Mobile domain, mobile apps or business models based on mobility in the areas of: communication; social networks; video, media & advertising; design; education; entertainment; ecommerce; peripheral devices; content; connected TV; infrastructure; security; productivity; finance; smart cities and social entrepreneurship, amongst others.









SFIWARE

5 IMPACT Type of projects

The type of projects that IMPACT consortium are looking for are Projects that already have a working prototype available where there at least two founders who work full time for the Project and own at least 51% of Shareholders' Equity. The target market launch date should be less than 6 months away or, if already launched, the product should have been in the market for less than seven years.

All these elements are recommended, they are not mandatory. The more closely the projects match these criteria, the more likely that they will be to be selected.

6 Preparation and submission of the proposals

The submission of proposals will be effected through the FundingBox Platform ² [http://www.fundingbox.com/impact/apply/] which is linked from both the IMPACT website and FIWARE website.

Only on line applications are possible.

Proposals will be submitted in a one step process via the on line application which will include:

- 1. **Project proposal**: divided in 4 main sections:
 - Project
 - Team
 - Business
 - Technology
- 2. **Questions for statistical purposes:** additional multiple choice questions requested by the European Commission for statistical purposes
- 3. **Honour declaration on exclusion criteria and absence of conflict of interest**: accepted by the SME or by the individuals being part of the project team.

Evaluators will be instructed not to consider additional material which hasn't been specifically requested in the on line evaluation form.

Applicants are strongly recommended not to wait until the last minute to submit proposals. No extenuating circumstances will be accepted with respect to late proposals.

² FundingBox is an On-line platform aimed to properly manage start-ups' competitions, which will be used in the IMPACT's Open Calls.





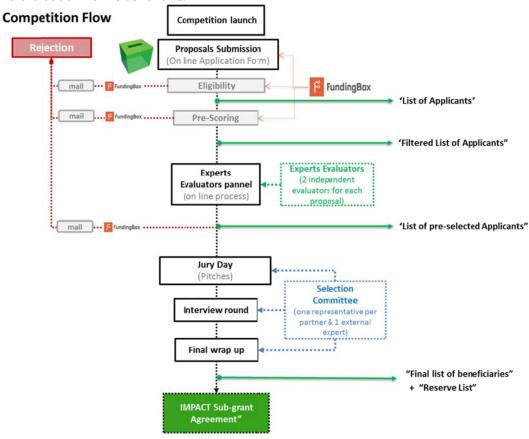
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7 Selection Process

The evaluation flow is as follows:



7.1 Phase 1 'FundingBox Platform':

7.1.1 Eligibility Check

All applications will be checked for compliance according to **ELIGIBILITY CRITERIA**, which are detailed in Section 4.

Additionally all applications have to be complaint with the **ADMISSION CRITERIA** which require the application to be:

- Submitted through the Open Call management tool www.fundingbox.com/impact/apply]. Proposals submitted by any other means, will not be evaluated.
- Submitted before the Deadline. Applications must be submitted by the closing time and date of the open call round. The submission time recorded by the FundingBox Platform will be deemed the official one. Late proposals will not be evaluated.
- **Submitted in English**. The proposal must be in English to be eligible. Proposals submitted in any other language will not be evaluated.







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Additionally, EXCLUSION CRITERIA will be checked:

- The same proposal cannot be funded by more than one FIWARE Accelerator. If another accelerator has already approved the same proposal, or a very similar one by the same (or nearly the same) proposers, the proposal will be excluded from the IMPACT process. Applicants will be asked to declare in the Honour declaration (to be accepted before submitting the Application Form): (1). that they haven't already been funded by another FIWARE Accelerator, and (2). that they will inform IMPACT if it were to happen during the IMPACT evaluation process. If the FIWARE Accelerator consortia find that applicants have been double funded, the beneficiaries will be automatically excluded from the program, and requested to return funds.
- Only one proposal per SME or individual can be submitted. In the Honour declaration Applicants will be
 asked to confirm that they are not submitting any other proposal to this Open Call. If more than one
 proposal per SME or individual is identified by the IMPACT team, the proposal will automatically be excluded
 from the process.

Proposals which do not comply with all eligibility criteria listed or meet the exclusion criteria indicated, will be declared not eligible and eliminated from all further evaluation. Following this eligibility check a "List of Applicants" will be made.

Any applicants eliminated from the evaluation process will be specifically advised of this.

7.1.2 Pre-scoring

Applications included in the open call will be **AUTOMATICALLY SCORED** by the System according to the following criteria:

- Level of usage of Mobility concept as a core of the business model (mandatory)
- Level of integration of FI-WARE technology (mandatory)
- Functional prototype available
- Founders dedicated full time to the project
- Founders equity
- Years since constitution
- Current status in terms of Users, Sales and Profit.
- Market readiness

For each item different levels will be defined (See detail in the <u>Application Form</u>). Each applicant will select the option that best describes the characteristics of its project in relation to each criterion. The top 250 ranked applications will form the *"Filtered List of Applicants"* proposed for external evaluation.

An individual communication will be sent to all participants in the "List of Applicants" including the pre-scoring and the threshold. Those included in the "Filtered List of Applicants", which will pass to the next phase and receive specific information about next steps.

7.2 Phase 2 'Experts Panel':

All applications that have not been excluded up until this time will be assessed and scored by two **INDEPENDENT EXPERTS** (from the **Experts Panel** created by the IMPACT consortium), on the following criteria:

- **1.** Team
- 2. Business Model
- 3. Technology

Each evaluator will rank the application assigning scores for each criterion and produce an **Individual Evaluation Report.** The final score will be calculated as an average of the individual assessments provided by the Evaluators.







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If an individual score shows a significant divergence between the two individual assessments, the Selection Committee will have to conduct an additional independent assessment of this proposal and elaborate a new synthesis report for the proposal.

Individual communication will be sent to all proposals evaluated informing them of their final score. The top 50 ranked proposals will receive a communication informing them that they have made the "List of pre-selected Applicants" and explaining next steps.

7.3 Phase 3 'Selection Committee':

The top 50 proposals will pass to the final stage. The **SELECTION COMMITTEE**, composed of 4 IMPACT consortium partners' representatives and one external expert, will undertake the final evaluation in three consecutive steps:

- JURY DAY: where all projects will have the opportunity to pitch their project to the Selection Committee
- **INTERVIEW ROUND:** where the Selection Committee will interview the applicants and evaluate them according to the "Funding Criteria" formerly agreed
- **FINAL WRAP UP:** where the Selection Committee will put forward their joint evaluation in order to give the "Final list of beneficiaries" (around 25 start-ups).

A communication will be sent to all proposals participating in this final phase, indicating if they have been selected or otherwise.

8 Independent Experts Evaluation

8.1 Evaluation Criteria

The eligible proposals will be evaluated by an external set of independent experts who will consider the following criteria for the evaluation:

- **TEAM:** The entrepreneur and their team have to demonstrate their management and leadership qualities, their ability to take a concept from ideas to market, their capacity to carry through their ideas and understand the dynamics of the market they are trying to tap into. The team should be balanced, a cross functional team, fully dedicated to the project and with a strong background and skill base.
- BUSINESS, which will include:
 - Market opportunity: The applicants have to demonstrate a clear idea of what they want to do and whether the product has market potential, e.g. because it solves a problem for a specific target customer. The opportunity has to be global with high growth rates. The product/service should be scalable with internet-based distribution (search, social, mobile) or with proven ability to scale sales
 - o **Competition/Differentiation:** The applicants have to provide information about the degree of competition for their particular product/service and if the idea is disruptive and breaks the market. i.e. the products/services to be brought to market can be clearly differentiated from the competition







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- o **Commercial Strategy and Scalability:** The applicants have to demonstrate the level of sales and profitability they expect to generate and the level of risk associated. This can be demonstrated using measurable indicators such as engaged users, revenues, profits.
- Financial and Metrics: The applicants should provide information about their break even and potential of growth in the short term
- **TECHNOLOGY**: The applicants have to demonstrate the consistence of the technology applied and their current use or integration of FIWARE technologies. The consistency of their current technology must be demonstrated in two different areas:
 - o **General Technical Architecture**: Applicants need to prove their technical architecture is solid, scalable and appropriate to handle the business and its expected evolution and growth
 - FIWARE Technology: Applicants will include information about how the project is going to make use
 of FIWARE technology in its architecture. As FIWARE will not necessarily be part of the product at
 the time of the IMPACT application, applicants need to describe the precise Enablers they intend
 to use to further develop their solution, and how they will be integrated in the general architecture

8.2 Scoring

Reviewers will evaluate the proposals considering the criteria above, awarding a score from 0 to 5, being:

- **O Fail**. The proposal fails to address the criterion under examination or cannot be judged due to missing or incomplete information
- 1 **Very poor**. The criterion is addressed in an unsatisfactory manner.
- 2 Poor. There are serious inherent weaknesses.
- **3 Fair**. While the proposal broadly addresses the criterion, there are significant weaknesses that would need correcting.
- 4 Good. The proposal addresses the criterion well, although certain improvements are possible.
- **5 Excellent**. The proposal successfully addresses all relevant aspects of the criterion in question. Any shortcomings are minor.

Proposals can earn a maximum of 5 points for each criterion.



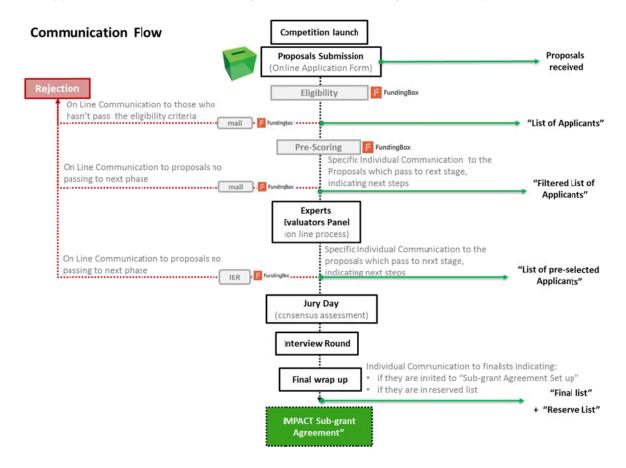


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9 Applicants Communication Flow

The applicants will receive the following communications during the selection process:









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10 Sub Grant Agreement set up

The objective of this phase is to fulfil the legal requirements between the IMPACT consortium and every beneficiary of the call. The items covered are:

- I. Status of the beneficiaries:
 - o SMEs. the following documents will be required:
 - 1. Legal entity form template provided
 - 2. Status Information Form including balance sheet and profit & loss statements from the last financial year and headcount (AWU). In addition, a short memo/report with an overview of business operations in 2015 outlining the top milestones of 2015 including any capital increases / new financing from shareholders or third parties, estimation of profit or loss on activities, any changes in value of tangible or intangible assets and the SME's resource planning report for the period in question.
 - In cases where either the number of employees or the ownership is not clearly identified: any other supporting documents which demonstrate headcount and ownership such as payroll details, annual reports, association records, etc.
 - 3. Shareholders Declaration template provided
 - 4. SMEs check list (only when needed): template available at ftp.cordis.europa.eu/pub/fp7/docs/sme-check-list.doc. In the event the SME declares itself as not being autonomous: the balance sheet and profit and loss statement (with annexes) for the last period for upstream and downstream organizations must be included
 - o **Individuals**. A copy of the ID-card or passport of every participant in the project team will be required.
- **II. Honour declaration** reconfirming the following conditions accepted by the proposed beneficiaries before submitting the Application Form:
 - o The same Beneficiaries/Proposal has not been approved and therefore not received funds from any other FIWARE Accelerator Program.
 - o Beneficiaries will not take part in another Acceleration Process while participating in the IMPACT Accelerator Program.
- III. Bank account information: Bank account details, for the account where the funds are to be transferred, will be detailed on a form signed by the SME, individuals and the bank. The holder of the account will be the SME or all the individuals (the coordinator of the group on its own if allowed by the other team members).

Where the requested information is not provided within the deadlines given and strong justification is not provided, the 'Sub-grant Agreement' set up process will end for that applicant and projects under the 'reserve list' will substitute the exiting applicant.

Once all these formalities are covered, the Consortium (represented by its coordinator Boungiorno), will sign the 'IMPACT Sub-grant Agreement' with the final beneficiaries







11 Project Duration

The duration of the projects selected in the call will be up to 6 months.

12 Beneficiaries' Obligations

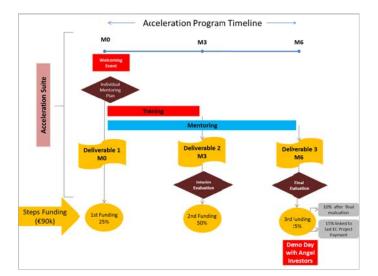
Each selected Beneficiary will sign the 'IMPACT Sub-Grant Agreement' with the consortium (as indicated in Section 10). The funds awarded under the Sub-Grant Agreement are provided directly from the funds of the European Project IMPACT, and are therefore, funds owned by the European Commission: Management of the IMPACT funds has been transferred to the project partners in IMPACT via a European Commission Grant Agreement Number 632828.

The 'IMPACT Sub-Grant Agreement' will include a set of obligations the Beneficiaries have towards the European Commission. It is the task of the Beneficiaries to satisfy these obligations and of the IMPACT consortium partners to inform the beneficiaries about them.

13 IMPACT Accelerator Pack for Beneficiaries

The applicants selected will participate in a 6 month Acceleration Program of training and mentoring where certain milestones must be achieved. Participants will receive:

- 90.000€ Funding (non-refundable) to be delivered in 3 instalments
- 10.000€ Services vouchers (Acceleration Suite)







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14 IMPACT Funding

14.1 Payment Milestones

IMPACT's funding scheme is based on the projects' deliverables. Each deliverable will be associated with a payment time.

- 1st Stage (Month 0): 25% once the 'IMPACT sub-grant Agreement' has been signed and the program deliverables for the 1st stage, indicated in section 15.2, validated.
- 2nd Stage (Month 3): 50% once the criteria for the second stage have been completed and the deliverables, indicated in section 15.2, validated.
- 3rd Stage (Month 6): 25% delivered in 2 instalments. First payment of 10% at the end of the acceleration program, if all the objectives are met. The remaining 15% will be approved and paid when the IMPACT Consortium have received the last payment from the European Commission.

14.2 Project's Progress and Deliverables

Each beneficiary will have specific deliverables/objectives detailed in their 'Individual Mentor Plan'. In general, the specific deliverables/objectives will be tied to the following criteria:

	Month	Deliverable	Support
1	0	FIWARE Technology Use Plan	M0 to M3 • 25% of Funding • Mentoring and/or training Voucher
2	3	 Advanced prototype & Enablers Use Case or Commercial and Marketing Plan or Any other deliverable specifically included in the Individual Mentoring Plan of each Beneficiary 	M3 to M6 • 50% of Funding • Mentoring Voucher
3	6	 Final application or service developed or Market Implementation Plan and Metrics or Any other deliverable specifically included in the Individual Mentoring Plan of each Beneficiary 	 Up to M6 10% of Funding (after the final evaluation of the acceleration program) 15% of Funding (linked to the last EC payment to Project Coordinator, foreseen between July'16 and December'16)

The Beneficiaries, who fail to fulfil the conditions and deliverables included in their 'Sub-grant Agreements', will receive a written notice requiring that such breach be remedied within 30 days. In the event the Beneficiaries do not remedy the breach, a formal communication will be sent indicating that the Beneficiary's participation in the program has been terminated.







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15 IMPACT Acceleration Suite

The Acceleration Suite includes the following Services:

(1.) Welcoming event. Compulsory attendance. The event will be organized in the first week of the acceleration Program to gather all start-ups, the IMPACT Team and mentors to discuss what lies ahead. This is a free flow discussion in order to share knowledge, experiences and expectations.

(2.) Training Voucher:

The objective of this training is to accelerate an entrepreneur's experience and professionalism, provide the tools and knowledge to successfully manage their start-up and take it to the next level, also to connect entrepreneurs with funding and entrepreneurial experiences. The aim is to broaden the business management knowledge of each team member. The training is divided into two segments:

- Face to Face: a minimum of 50h compulsory training
- Online training: Each start-up has to choose minimum 3 courses (50 h per course) consisting of e-learning techniques, dealing with digital specializations based on metrics, SEM, usability and Mobile
- **(3.) Mentoring Vouchers.** Mentors will be assigned to each beneficiary, matched according to the specific project, stage of development, market strategies and capabilities of the team. IMPACT will offer to each beneficiary:
 - A Follow Up Individual Mentor: A multidisciplinary mentor with experience in setting up and running start-ups. This mentor will guide and coach the beneficiary throughout the whole acceleration process helping them to meet deliverables and make the most of Investors Demo Day.
 - On Demand Specialist Mentor Group: These mentors are top professionals, specialists in a
 particular area that will have a number of available mentoring hours on hand. The predefined Mentorship areas are: Business, Marketing, Finance, Funding, Legal and Technology
 (including FIWARE technology). Beneficiaries will contact them on demand to consult on
 particular technical issues through the acceleration program.
- (4.) Support in identification of Complementary Funding Opportunities. This support will consist of:
 - Individual Reports on Funding including tailored funding opportunities and tips for maximizing any external funding possibilities and access to on line information about funding programs which may be available to the beneficiaries
 - Workshops on European Funding Programs matching the beneficiaries' interests with European Funding Programs, such as Horizon 2020 and offering them networking activities in order to promote collaborative projects, which are fundable under Horizon 2020 and other similar programs.
- (5.) Finally, a Demo Day will take place where Beneficiaries will meet a group of investors, giving them access to an additional investment pool and allowing them to plan for future growth, scalability, and sustainability.









16 IMPACT Extended Investment Phase

The "Extended Investments Phase" applies to the beneficiaries who are interested in obtained up to 250.000 €, apart from the EU funding, offered by the consortium as a whole, by an individual partner of the consortium or by any investment entity related or participated by the Project Partners (BGO, TU, ISDI or SEAYA), herein after, the Consortium.

Conditions:

- Beneficiaries must notify to the Consortium any investment round.
- This preemptive right to acquire the equity will be as a 1st Option.
- The extended investment will be up to 10% of the equity, applying a maximum discount of 25% to the consortium, in one or more investment round during the term of this clause on top IMPACT acceleration process. Over this percentage of equity NO discount will be applied.
- The extended investment can be offered since the beginning of the IMPACT Acceleration Program until 4 years after finishing the Acceleration Program and even if the beneficiaries will be invited to leave the IMPACT Acceleration Program.
- Beneficiaries are free to accept a possible additional investment offer.

17Intellectual property rights

17.1 Originality of the sub-granted projects

The applicants base their proposals on original works and going forward any foreseen developments are free from third party rights, or they are clearly stated.

The IMPACT consortium is not obliged to verify the authenticity of the ownership of the future products and services and any issues arising from third party claims regarding ownership are the solely responsibility of the sub-granted parties.

17.2 Ownership of the sub-granted projects results

The ownership of all IPR created by the Beneficiaries, via the IMPACT funding, will remain with the beneficiaries, who will be the unique owners of the technologies created within the framework of their sub-granted projects.

17.3 IPR obligations of the Beneficiaries towards the EC

There are no IPR obligations toward thes EC. Yet, any communication or publication of the Beneficiaries shall clearly indicate that the project has received funding from the European Union, the FI-PPP and IMPACT accelerator displaying the EU, FIWARE and IMPACT logo on all printed and digital material, including websites and press releases. Moreover, Beneficiaries will agree that certain information regarding the projects selected for funding, can be used by IMPACT for communication purposes.









17.4 Obligations of the Beneficiaries towards FIWARE

FIWARE technology is open source software. No access rights or license fees will be requested for utilising the FIWARE technology throughout the duration of the project. However, the use of FIWARE technologies may involve the acceptance and use of different open source technologies with licensing agreements and it will be the sole responsibility of the sub-grantees to be aware of these licenses.

18 Support to Applicants

For more information about the IMPACT Open Call, please check the FAQs section included in IMPACT website http://www.impact-accelerator.com/

For further information on the call or if you have any doubts relating to the eligibility rules or the information that is to be provided in the Application Form, please contact the **Open Call Helpdesk** email: opencall@IMPACT-accelerator.com

If you encounter technical issues or problems with the Application Form, please contact the **Technical Helpdesk** email: info@fundingbox.com

When contacting the Technical Helpdesk, please include the following information in your email message:

- Your telephone number and your email address;
- Details of the specific problem (error messages you encountered, if there is a bug in the form. i.e. if a dropdown list isn't working, etc)
- Screenshots of the problem









19ANNEX I: Open Call Timeline

