

COOPERATION

THEME 3

ICT – INFORMATION AND COMMUNICATIONS TECHNOLOGIES



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Title: ***D3.2 Data collection requirements and format***

Contractors:

Part No.	Participant Organisation Name	Part. Name	Short	Country
1(Co)	International Data Corporation Italia	IDC		IT
2	International Data Group UK	IDG		UK
3	Bluegreen Strategy	BGS		IT
4	Sustainable Finance Consulting	SFC		DE
5	IIMC International Information Management Corporation Ltd	IIMC		IRL
6	Jozef Stefan Institute	JSI		SLO

Executive Summary

This document describes the scope and the activities of the Deliverable D3.2 – Data collection requirements and format, in relation with the Deliverables of WP2 and WP4.

The document contains a description of the data collection requirements and the organization of the Accelerators procedures and of their submitted and selected proposals. It describes the internal FI-Impact allocation of a number of Accelerators to each partner and the planning and harmonization of the relationship the FI-Impact partner was expected to have with the Accelerator. It describes the direct and indirect methods of communication, the identification of data sources and the mapping of Accelerators and their proposals.

All questionnaires and templates for reports and documents used or to be used by FI-Impact are available in this Deliverable as a guide for the data collection phase.

Finally, it shows the current status of data collection, the different approaches used by Accelerators, the upcoming FI-Impact activities to complete the global database, the KPIs to calculate the proposals' impact and the monitoring actions.

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1. Introduction

In the context of Work Package Three, this deliverable is an initial step to describe FI-Impact's interaction with Accelerators. It describes our approach to engagement with FIWARE Accelerator projects in relation to their calls, proposal evaluation process and results. This deliverable additionally attests to our commitment in providing continuous support and feedback regarding the results of the data collection. Finally it describes the key elements we used in building the data collection methodology.

1.1. Scope of the Deliverable

The main objectives of the Deliverable 3.2 are:

- To gather relevant data and information for the assessment of Impact Assessment (IA) Framework Indicators, as defined in WP2;
- To manage the communication with the Accelerator projects including collecting data and information;
- To create a data collection format to harmonize information coming from the Accelerators calls and organization as well as providing a unique data collection format to record information regarding submitted and selected proposals;
- To elaborate and describe the data collected, describing the distribution of the proposals by type and characteristics, their market segment, their main business ideas, their geographical distribution across the EU and the FI-WARE technologies they intend to use;
- To monitor the progress, results and impact achieved throughout the lifetime of the selected projects, to support a more in-depth statistical analysis of selected funded proposals.

The data collection methodology will be assessed and modified as necessary, based on interaction with with WP2 and WP4.

1.2. Intended Audience

This document is focused on ensuring that the FIWARE Accelerators and other interested parties including potential sub-grantees and the European Commission have an overview of aggregated programme of FIWARE Calls and the methods leveraged related to data collection to inform impact assessment.

FI-IMPACT actively engaged with the 16 FIWARE Accelerators projects as well as other Coordination and Support Measures funded under FI-PPP Phase 3 to coordinate monitoring of their main plans and activities. The main goal of this activity is to put the necessary mechanisms in place to support an ongoing flow of data and information from all the Accelerators to FI-IMPACT to support its main Impact Assessment analysis. The purpose is not benchmark the Accelerators or to judge their comparative performance. Our goal is to cooperate with the FIWARE Accelerator projects and their sub-grantees to provide support in order to better assess the results of the overall FI-PPP Phase 3 Calls.

1.3. Interaction with other Deliverable

The figure below provides an overview of the interaction between deliverables - D3.1, D2.1 and D4.1 which were finalised in December 2014 (M6) and D3.2, D2.2 and D4.2

Deliverable D3.2 Data collection requirements and format

planned for finalisation in May 2015 (M11). The arrows indicate the relationship between deliverables and the red boxes the WP activities, before and after the deliverable.

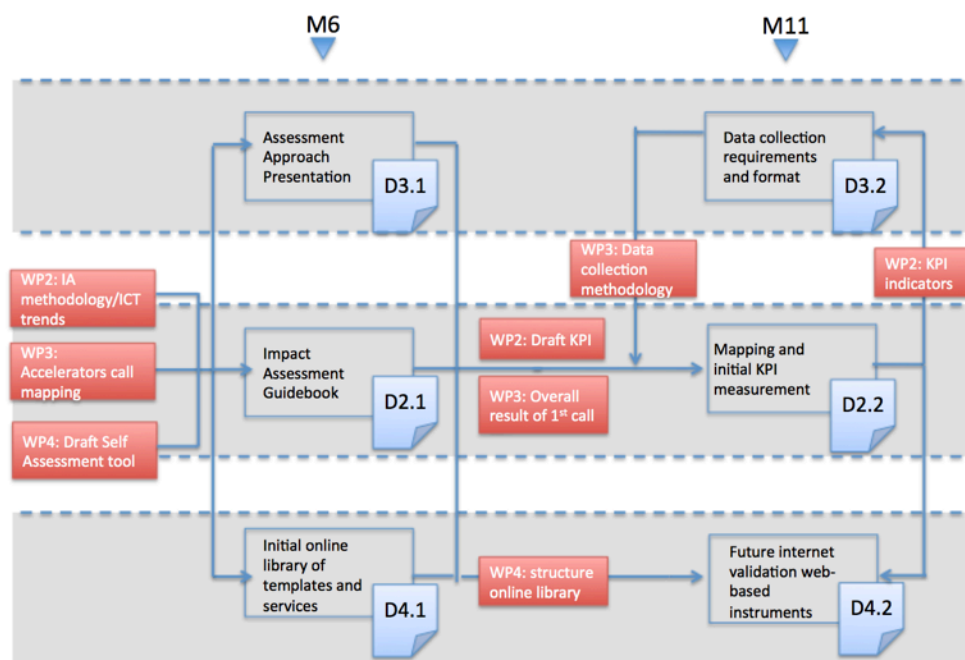


Figure 1: Relationship between Deliverables

D2.1 provided a description of the analytical methodology and tools, which will be used to perform the ex ante Socio Economic Impact Analysis and market forecast during the course of the project. It described how to use and apply the methodology, processes and tools and will be available to all Phase III stakeholders with an interest in understanding the relationship between particular FI PPP actions and wider ICT market trends and potential in Europe. Moreover it described the Methodological Framework including the Key Performance Indicators used during the course of the project to measure economic, social and scientific and knowledge impact, as well as potential end-user benefits.

The other sections of the Deliverable described how the Impact Assessment Methodology is implemented, how quality control validation and risk management issues are addressed. Finally it provided an initial insight into the Self Assessment Tools under development to support funded and external initiatives to measure their performance related to Impact Assessment, benchmark their progress against other projects who undertook the questionnaire or monitor their own performance over time.

D3.1 provided an explanation of the motivations, mapping and assessment templates, which are required to demonstrate qualitative and quantitative assessment to identify the potential technological, deployment and business practices that could lead to the highest potential impact of the FI-PPP program. The main activity has been gather relevant data and information on Accelerators.

D4.1 provided an overview of the Future Internet online library to provide public access to relevant reports, templates and deliverables.

The results of these three deliverables are inputs deliverables D2.2, D3.2 and D4.2.

The overall mapping of Accelerators in relation to the number of calls, thematic domain, geographical area, FI-WARE technology, number of proposal selected, size of funding, timing and initial Key Performance Indicators (KPI) are at the basis of the following deliverables.

D2.2 focuses on the KPIs indicators: innovation focus, market focus, feasibility and potential benefits, based on a semantic scale (low, medium, high). This provides the definition of segmentation and mapping questions that will be leveraged in D3.2 and D4.2.

D3.2 defines the data sources and data collection methodology. In the event that some indicators are not available in call texts, templates, DoWs or other Accelerator documents, the information will be requested from the Accelerators or collected directly from the funded sub-grantees through the impact assessment tool.

D4.2 provides a user guide for the web-based impact assessment tools.

2. Data collection requirements and Accelerator information formats

FI-IMPACT developed a mapping of the timing of data collection from Accelerators based on the number of the expected proposals, the number of the started, submitted and selected proposals, the timing and funding for each step of selection to facilitate efficient data collection and engagement with the FIWARE Accelerator projects.

2.1. Allocation of Accelerators to FI-Impact partners

The 16 FIWARE Accelerators were allocated across the FI-IMPACT partners as outlined below to ensure that each Accelerator had a specific contact person to engage with in relation to engagement and data collection. FI-IMPACT has developed an internal list of contact persons within each Accelerator.



Figure 2: Accelerator allocation to FI-Impact partners

2.2. Identification of accelerators data sources

FI-IMPACT undertook an analysis of the FIWARE Accelerators Descriptions of Work, websites and Call documents (Call Text, Applicants Guides, FAQ etc) to create a mapping of each project's objectives, timing of Calls, funding available and specific support offered to sub-grantees. Additional information was collected through direct engagement with the Accelerators to ensure common elements were available for the whole FI-PPP Phase 3 portfolio.

2.3. Accelerators' call schedules and funnel approach

The FIWARE Accelerators distribute grant funding to Start-ups, Web-entrepreneurs, SMEs and others actors through an open call procedure. The number of Calls and timing of each call is determined by each Accelerator based on their own internal timetable.

The tables below provides an overview of the number of calls for each Accelerator, proposed opening and closing dates based on information available at the time of writing (some details may change over time):

Number of calls	List of Accelerators
1 Call	FICHe, FRACTALS, FrontierCities, SmartAgriFood2, SpeedUp_Europe
2 Calls	Ceed Tech, CREATiFi, EuropeanPioneers, FABulous, Finish, FINODEX, INCENSE
3 Calls	FI-Adopt, FI-C3, ImpaCT
4 Calls	SOUL-FI

Table 1: Number of Calls per Accelerator

Accelerators	1 st Call		2 nd Call		3 rd Call		4 th Call	
	open	close	open	close	open	close	open	close
CEED Tech	September 16, 2014	December 15, 2014	August 2015	November 01, 2015	-	-	-	-
CreatiFi	October 01, 2014	November 30, 2014	August 01, 2015	September 30, 2015	-	-	-	-
European Pioneers	September 01, 2014	October 31, 2014	March 30, 2015	June 30, 2015	-	-	-	-
FABulous	November 03, 2014	December 18, 2014	June 02, 2015	June 18, 2015	-	-	-	-
FI-Adopt	September 15, 2014	October 30, 2014	December 15, 2014	January 30, 2015	March 15, 2015	April 30, 2015	-	-
FI-C3	November 02, 2014	November 30, 2014	June 01, 2015	June 30, 2015	January 01, 2016	January 30, 2016	-	-
FICHe	September 15, 2014	October 31, 2014	-	-	-	-	-	-
Finish	October 29, 2014	December 10, 2014	March 17, 2015	May 12, 2015	-	-	-	-
FINODEX	October 07, 2014	December 19, 2014	April 08, 2015	June 17, 2015	-	-	-	-
FRACTALS	November 30, 2014	February 28, 2015	-	-	-	-	-	-
FrontierCities	November 20, 2014 (Concept note);	January 14, 2015 (Concept note);	-	-	-	-	-	-

	April 01, 2015 (Full application)	April 30, 2015 (Full application)						
INCENSE	October 14, 2014	January 15, 2015	June 15, 2015	September 15, 2015	-	-	-	-
IMpaCT	September 29, 2014	November 07, 2014	April 01, 2015	April 30, 2015	September 2015	October 2015	-	-
SmartAgriFood2	September 15, 2014	November 15, 2014	-	-	-	-	-	-
SOUL-FI	September 04, 2014	October 31, 2014	January 01, 2015	March 31, 2015	September 04, 2014	April 30, 2015	June 01, 2015	September 30, 2015
SpeedUp_Europe	September 10, 2014	December 10, 2014	-	-	-	-	-	-

Table 2: Accelerator call schedule

Source: Basecamp and Accelerators' website

After the submission deadline, the Accelerators undertake an evaluation process to determine the short listed projects to be considered for funding. This process can take one or two months. After the short listed sub-grantees have completed all necessary steps and signed the grant agreement the acceleration programme commences.

In general the Accelerators follow two procedure types, which are aligned with the Guide for Applicants:

- I. Several selection steps, restricting the group step by step
- II. one selection step, same group reviewed step by step.

Several selection steps - restricted group step by step:

Some Accelerators (such as FINODEX, FABulous, SmartAgriFood2 and FICHe for example) provide an initial level of funding and then release further funding tranches based on achievement of specific milestone. The net result is that the number of successful initiatives is reduced step by step.

One selection step – same group reviewed step by step:

Other Accelerators have one selection step followed by several review steps based on pre-defined milestones. This increases the likelihood that with all things being equal selected projects will generally complete the full process. Funding is distributed at each review step (at the start, when milestones are achieved, and at the end).

In both processes, the Accelerators support their applicants in different ways: through a combination of acceleration programs, FIWARE technologies support, Business innovation support, business development, financial support, matchmaking and networking, mentoring, training and coaching. Each of the Accelerators is organizing workshops, bootcamps, testing infrastructures and living labs spaces relevant to their thematic portfolio of sub-grantees. Some Accelerators are providing financial services and Introduction to investment and venture capital funds.

Since Accelerators have different timing, different selection approaches and different support mechanisms, it is important to map this to assist in the data collection planning.

FI-IMPACT has dedicated significant resources to standardising and harmonize the data for aggregation so as to ensure comparability where possible.

2.4. Mapping template for Accelerator call processes

Accelerator data collection includes three main types of information:

1. Generic Information, which includes:
 - Description of Accelerators;
 - Scope of Accelerator;
 - Application Criteria;
 - Selection criteria;
 - Services offered;
 - Consortium members;
 - Main contact point;
 - Accelerator websites.
2. Value Proposition and Main Objectives, which includes:
 - Target markets;
 - FIWARE technologies addressed;
 - Expected benefits.
3. Call Monitoring, which includes:
 - Number of calls planned;
 - Total funding expected;
 - Funding per proposal;
 - Opening and closing date of calls;
 - Proposals expected;
 - Number of selection steps;
 - Review process;
 - Timing of intermediate steps;
 - Number of selected proposals.

This data is not being used to evaluate the Accelerators and compare them with each other, but simply to guide the elaboration and aggregation of the results. This data is being collected for each Accelerator and then aggregated, providing a map of the Accelerators collective coverage of target markets, geographies, and main selection criteria. According to preliminary elaborations, the 16 Accelerators expected to receive a total of approximately 6,700 proposals and plan to fund approximately 1,200 projects across all calls (c.18% of total).

The first call results show that the number of the submitted proposals has exceeded the number of proposals expected.

The table below provided an overview of the Accelerators data collected and the data sources:

Type of information	Data collected	Sources
Generic information	Description of Accelerators	DoW, Website, Call Docs

	Scope of Accelerator	DoW, Website, Call Docs
	Application Criteria	DoW, Website, Call Docs
	Selection criteria	DoW, Website, Call Docs
	Services offered	DoW, Website, Call Docs
	Consortium members	DoW, Website, Call Docs
	Main point of contact	DoW, Website, Call Docs, Basecamp
	Accelerator websites	DoW, Call Docs
Value proposition	Target market	DoW, Website, Call Docs, Direct contact
	FI-WARE technologies addressed	Direct contact, Presentations
	Expected benefit	Guide for applicants, Direct contact
Call roadmap	Total number of calls	DoW, Website, Call Docs, Direct contact
	Total funding	DoW, Website, Call Docs, Direct contact
	Funding per proposal	DoW, Website, Call Docs
	Start date and end date of call	DoW, Website, Call Docs
	Proposals expected	Direct contact
	Number of selection steps	Call Docs
	Number of review steps	Call Docs
	Timing of each step	Call Docs
	Docs requested	Call Docs
	Number of selected and funded proposals	Website, Call Docs

Table 3: Accelerators' data collected and the data sources

The template used by FI-IMPACT to collect Accelerators' data is composed of two parts: the first related to generic information and the value proposition, the second with the call roadmap and funnel approach.

Generic information is being collected in textual or numeric format, while the data regarding value propositions was collected in a multiple choice format.

As mentioned earlier there was no standardised process that the accelerators were expected to follow when implementing calls. Each accelerator made their own proposal, outlining a particular process. The tables below highlight the steps carried out by each accelerator, in particular:

- Proposals submission deadline;
- First selection step;
- Acceleration program;
- First, second, third check points;
- Second, third, fourth selection steps.

For each of these steps the following information was collected, periodically updated:

- Timing: when the step starts;
- Target number of proposals – Min. and Max : this indicator shows over time if the number of proposals falls as a result of selection steps, or remains the same as a result of step of review;
- Selection Criteria: criteria to overcome the phase and to get ahead with the Acceleration program;
- Funding for proposal - Min. and Max.
- Docs required: each step requires different documents, for example at the beginning the Pitch is needed while at the end it is required to provide a Business Plan, Business Model etc.

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[illegible]

The same format is currently being used for Call 2 and will be used in Call 3.

Furthermore, several Accelerators have indicated that the acceleration process is not the same even within the single Accelerator. The initiatives do not have the same timing, technology readiness or go to market needs and strategies. The sub-grantees that need technology support will take advantage of opportunities available to the program, on the contrary the sub-grantees that have a good understanding of FIWARE and a well developed technological proposal might only need marketing support and may skip some steps and will go to market faster.

3. Coordination with Accelerators projects: direct and indirect methods

The overall activities undertaken by FI-IMPACT to communicate with Accelerators are represented in the figure below:

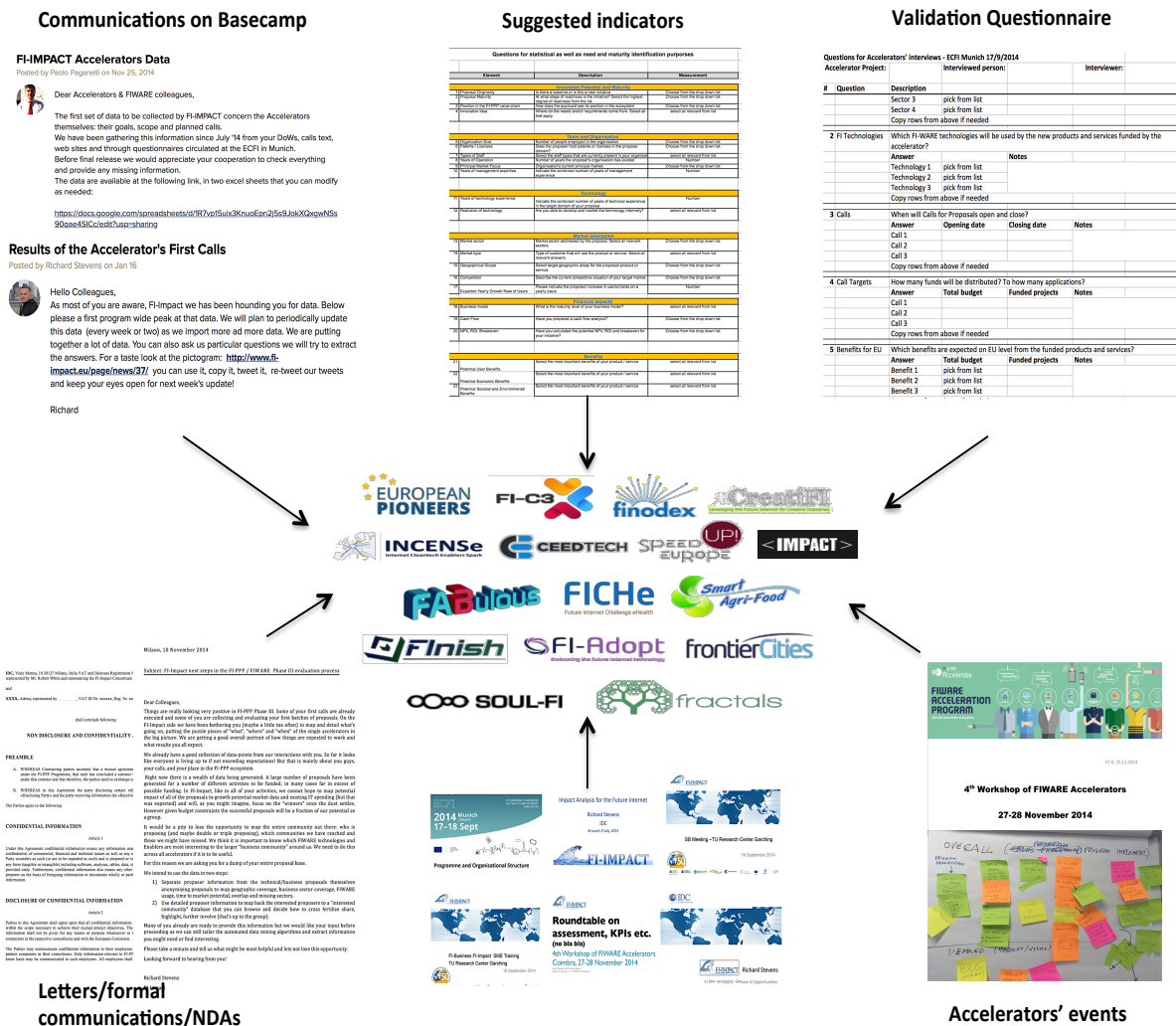


Figure 3: Coordination with Accelerators – direct and indirect methods

3.1. Suggested Indicators

FI-IMPACT and FI-BUSINESS jointly provided Accelerators with a list of suggested questions that could be included in call templates to evaluate the potential of the proposals. As outlined in the table below, the indicators include measurements of the innovation potential and maturity of proposals, the team and the organization proposers, the technology used and technology experience, the market orientation, the financial aspects and the benefits expected based on multiple choice answers. FI-IMPACT and FI-BUSINESS directly contacted the Project Managers of the Accelerators and shared with them these indicators to get their opinions on the questions and on the

multiple choice answers hypothesized. Each Accelerator gave feedback on the usefulness of these questions and on the possibility to use them in their call templates. Most of Accelerators used these indicators, some in the same multiple choice format, others in the free text question format.

Element		Description	Measurement
Innovation Potential and Maturity			
1	Proposal Originality	Is there a baseline or is this a new initiative	Choose from the drop down list
2	Proposal Maturity	At what stage of readiness is the initiative? Select the highest degree of readiness from the list.	Choose from the drop down list
3	Position in the FI-PPP value-chain	How does the applicant see its position in the ecosystem	Choose from the drop down list
4	Innovation Idea	Where do the needs and/or requirements come from. Select all that apply.	select all relevant from list
Team and Organisation			
5	Organisation Size	Number of people employed in the organisation	Choose from the drop down list
6	Patents / Licenses	Does the proposer hold patents or licenses in the proposal domain?	Choose from the drop down list
7	Types of Staff	Select the staff types that are currently present in your organisation	select all relevant from list
8	Years of Operation	Number of years the proposer's organisation has existed	Number
9	Principal Market Focus	Organisation's current principal market	Choose from the drop down list
10	Years of management expertise	Indicate the combined number of years of management experience	Number
Technology			
11	Years of technology experience	Indicate the combined number of years of technical experience in the target domain of your proposal	Number
12	Realisation of technology	Are you able to develop and market the technology internally?	select all relevant from list
Market orientation			
13	Market sector	Market sector addressed by the proposal. Select all relevant sectors.	Choose from the drop down list
14	Market type	Type of customer that will use the product or service. Select all relevant answers.	select all relevant from list
15	Geographical Scope	Select target geographic areas for the proposed product or service	Choose from the drop down list
16	Competition	Describe the current competitive situation of your target market.	Choose from the drop down list
17	Expected Yearly Growth Rate of Users	Please indicate the projected increase in users/clients on a yearly basis	Number
Financial aspects			
18	Business model	What is the maturity level of your business model?	select all relevant from list
19	Cash Flow	Have you prepared a cash flow analysis?	Choose from the drop down list
20	NPV, ROI, Breakeven	Have you calculated the potential NPV, ROI and breakeven for your initiative?	Choose from the drop down list
Benefits			
21	Potential User Benefits	Select the most important benefits of your product / service	select all relevant from list
22	Potential Economic Benefits	Select the most important benefits of your product / service	select all relevant from list
23	Potential Societal and Environmental Benefits	Select the most important benefits of your product / service	select all relevant from list

Table 5: Suggested indicators

3.2. Validation questionnaire

FI-IMPACT created a validation questionnaire to support face-to-face interviews with Accelerators at the ECFI Conference in Munich in September 2014. This was the first face-to-face meeting with many of the Accelerators and was very useful to confirm the data already collected on Accelerators' target sectors, FI-WARE technology privileged, date of calls, funding available per call and benefits for EU, and to collect new data. Each FI-IMPACT partner interviewed the Accelerators that they are responsible for engaging with using the same questionnaire and all data collected contributed to the mapping of accelerators.

Questions for Accelerators' interviews - ECFI Munich 17/9/2014

Accelerator Project:

Interviewed person:

Interviewer:

#	Question	Description
1	Target sectors	Which sectors are targeted by the new products and services funded by the accelerator? Answer Sector 1 pick from list Sector 2 pick from list Sector 3 pick from list Copy rows from above if needed Notes
2	FI Technologies	Which FI-WARE technologies will be used by the new products and services funded by the accelerator? Answer Technology 1 pick from list Technology 2 pick from list Technology 3 pick from list Copy rows from above if needed Notes
3	Calls	When will Calls for Proposals open and close? Answer Call 1 Call 2 Call 3 Copy rows from above if needed Opening date Closing date Notes
4	Call Targets	How many funds will be distributed? To how many applications? Answer Call 1 Call 2 Call 3 Copy rows from above if needed Total budget Funded projects Notes
5	Benefits for EU	Which benefits are expected on EU level from the funded products and services? Answer Benefit 1 pick from list Benefit 2 pick from list Benefit 3 pick from list Copy rows from above if needed Total budget Funded projects Notes

Table 6: Validation questionnaire

3.3. Communication on Basecamp

Basecamp is a system for the management of small and large projects that involve numerous people in them, even physically distant, improving the development process. It is, therefore, an online tool that allows to manage a project by creating events, notes, lists, giving a place to store all files of interest, exchange messages between project members and much more.

Basecamp allows to:

- browse every discussion;
- review all open “to do lists”;
- see every single file;
- read all text documents;
- show all forwarded emails;
- see event calendar;
- see all deleted items.

The FIWARE Accelerators use this system within a closed community to:

- describe the concept and the objectives of FI-WARE;
- share all their call information and call documents;
- promote their activities and their events;
- discuss with other Accelerators to plan common events;
- compare the call results and the next steps.

FI-IMPACT partners use it to:

- communicate with all Accelerators in the same time;
- confirm the data collected directly from them;
- update the data already collected and collect new data;
- provide Accelerators with aggregate results;
- support Accelerators.

3.4. Letters/formal communications and NDAs

FI-IMPACT engages with FIWARE Accelerators leveraging a number of formal and informal mechanisms using email, letters, Non-disclosure agreements and phone call as required.

3.5. FI-IMPACT participation in relevant events

FI-IMPACT participates in relevant FIWARE community events to share results, validate information collected, coordinate activities with other stakeholders, keep up to date with recent developments and support decision making relevant to Impact Assessment of the programme. Events to date include Programme Coordination and Accelerator meetings (Barcelona March 2014; Berlin, July 2014; Coimbra, November 2014; ECFI2, Munich, September 2014; FINESCE Open Day, Portlaoise, September 2014' FRACTALS Workshop, Ljubljana, December 2014) as well as making presentations and raising awareness during eChallenges e-2014, Belfast, October 2014; Web Summit, Dublin, November 2014 and NetFutures, Belgium, March 2015. More information in relation to these communication activities is available in D1.1.

4. Data collection requirements and format of proposals

4.1. Proposals template on F6S/FundingBox platform

As previously outlined, the Accelerators provide grant funding to Start-ups, Web-entrepreneurs, SMEs and others actors based on competitive calls for the innovative proposals in the Future Internet field.

The applications are submitted via the online platform selected by each Accelerator which includes the F6S platform, FundingBox platform or Accelerators Website. The use of FI-WARE generic or specific enablers as part of the underlying technology is a requirement for sub-grantees receiving funding under FI-PPP Phase 3.

Initiatives submitting an application for funding under one of the FIWARE Accelerator open calls, generally undertaken the following steps:

- **Registration of the Applicants on the online platform selected by the Accelerators** the central interface for managing the SME projects for the remainder of the open calls;
- **Submission of the proposal before the closing deadline.** The Accelerators provided a Guide for Applications and an application template on their selected online platform to ensure that all applicants provided consistent data sets. The evaluation criteria are different from Accelerator to Accelerator and are outlined in the call guideline. It is mandatory that applicants carefully complete the cover page, the summary page, the “Declaration of honour on exclusion criteria and absence of conflict of interest” form and the Ethical/Security check list.

Topics addressed in the application templates generally covered:

- Specific objectives;
- Applicants’ solution in terms of technology or service;
- FI-WARE technologies used by applicants;
- The target market;
- The team.

Each accelerator may require this information from applicants with a number of questions and/or documents to be included in the format they prefer.

Some Accelerators have incorporated the indicators suggested by FI-IMPACT and FI-BUSINESS in the questionnaire described in Section 4.1, other did not.

This aspect on the one hand complicates the data collection because it is not easy to find a standard format, and on the other hand the applicants cannot participate to more calls of the same sector with the same documents but they have to restart or modify the proposal every time.

In any case in the documents it is specified that an applicant cannot submit its proposal to more than three accelerators during the same call and cannot be funded by multiple accelerators.

When the calls close the next steps are:

- **Evaluate the proposals by independent expert evaluators**, including experts from technological and financial sector;

- **Consolidate the expert evaluations;**
- **Notify the successful applicants, financial and legal validation of the proposers and signature** of a binding agreement for the realisation of the application/related technology.

However, before signing the grant agreement c and starting the acceleration program, the Accelerators wished to be able to check that the proposals have not been selected and/or funded by other Accelerators. As a result FI-IMPACT ran a check across the data provided by Accelerators in relation the Call 1 submissions and highlighted potential duplicates so that the Accelerators could look into this in more detail.

4.2. Identification of proposals data sources

During the FIWARE Accelerator meeting in Coimbra in November 2015 it was agreed that all Accelerators will provide FI-IMPACT with the application documents for the sole purpose of impact assessment analysis. Non-disclosure agreements were signed between IDC (FI-IMPACT coordinator) and Accelerators as required in relation to these data sets. FI-IMPACT partners follow up directly with the Accelerators for which they are responsible as each Call closes. The specific protocol for secure receipt and storage of these documents was agreed individually with each Accelerator.

4.3. Mapping template of submitted and selected proposals

FI-IMPACT set up a database structure to track data received from Accelerator to facilitate data analysis and impact assessment. After the majority of the first Calls had closed FI-IMPACT analysed the data sets received to identify common elements and specific data sets that were missing for the purpose of comparative analysis. Abstracts and proposal applications were interrogated initially to determine if the missing data sets could be identified and where this was not possible, there was a further follow up with the Accelerators.

Initial challenges included:

- There was a deviation in relation to the data sets received from Accelerators initially;
-
- Data missing: sometimes project name, in other case the company name or coordinators name;
- Unclear names: difficulty in finding selected proposals in the list of the submitted proposals due to unclear names;
- Not homogeneous answers: for example some Accelerators classify the companies as Micro, small, not-registered company, while others used standard phrases such as SMEs, Web-entrepreneurs, Start-up etc.

Solutions implemented:

- FI-IMPACT followed up directly with Accelerators in relation to missing or incomplete data sets as required;
-
- The unclear names were resolved based on data cleaning;
- In relation to not homogeneous answers, the best way was to extrapolate the information directly from the proposal abstract.

The data sets collected and to be collected in the next calls to facilitate good analysis of proposals include:

- Country;
- Organization name;
- Project name;
- Address;
- Number of team members;
- Funds requested;
- Verticals Targeted;
- FI-WARE Chapter;
- FI-WARE Enablers;
- Selected (YES/NO);
- Solution type;
- Name of coordinator and name of the team members;
- Abstract;
- Brief description;
- Company years of experience.

All these data sets are represented in the following mapping template of submitted proposals. The selected proposals are a sub-group of the submitted proposals and are identified with the field "Selected:YES/NO".

Accelerator's name															
	IDENTIFIER	COUNTRY	ORGANIZATION NAME	PROJECT NAME	ADDRESS	NUMBER OF TEAM MEMBERS	FUND REQUESTED	VERTICALS TARGET	FIWARE CHAPTER	FIWARE CHAPTER CORRECT	VERTICALS CORRECTED	SELECTED (YES/NO)	FIWARE ENABLERS	SOLUTION TYPE	NAME 1 (name surname)
1															
2															
3															
4															
5															
6															
7															
8															
9															
10															
11															
12															
13															
14															
15															
16															
17															
18															
19															
20															
21															
22															
23															
24															
25															
26															
27															
28															
29															
30															

Deliverable D3.2 Data collection requirements and format

Figure 4: Mapping template of proposals

5. Current status of Data collection

5.1. Current status of Data collection of proposals

Data collection is an ongoing process which involved analysis of proposal documents and at a later stage analysis of the data provided directly by funded sub-grantees via the Impact Assessment tool when they are closer to completing the acceleration process and have a better idea of their target markets and progress to date. Engagement with Accelerators and initial Quantitative and qualitative data collection phases of WP3 commenced in September 2014.

In relation to the individual Accelerators' calls, the table below illustrates that by May 2015 all Accelerators had closed the first call (although not all have evaluated the proposals) and some of them have opened the second call. Only IMPACT has already closed its second call and FI-ADOPT had closed its second and third calls.

	1 st Call		2 nd Call		3 rd Call	
Accelerators	open	close	open	close	open	close
CEED Tech						
CreatiFi						
EuropeanPioneers						
FABulous						
FI-Adopt						
FI-C3						
FICHe						
FINish						
FINODEX						
FRACTALS						
FrontierCities						
INCENSE						
IMpaCT						
SmartAgriFood2						
SOUL-FI						
SpeedUp_Europe						

Table 7: Open and close date of the first Call

Legend:

Call in progress

Call open soon (1 month)

Call open late (more than 1 month)

Call closed

The following table provides an overview of the current status in relation to data collection from the Accelerators.

Accelerators	Submitted proposals - Call 1	Selected proposals - Call 1	Proposals documents received by FI- IMPACT for analysis
CEED Tech	Yes	Yes	Yes/Yes
CreatiFi	Yes	Yes	Yes/Yes
EuropeanPioneers	Yes	Yes	Yes/Yes
FABulous	Yes	Yes	Yes/Yes
FI-Adopt	Yes	Yes	Yes/Yes
FI-C3	Yes	Yes	Yes/Yes
FICHe	No	Yes	No/Yes
FINish	Yes	Yes	Yes/Yes
FINODEX	Yes	Yes	Yes/Yes
FRACTALS	No (in March 2015 the proposals were under evaluation)	No	No/No
FrontierCities	No (in March 2015 the full text of proposals was not available)	No	No/No
INCENSE	Yes	Yes	Yes/Yes
IMpaCT	Yes	Yes	Yes/Yes
SmartAgriFood2	Yes	Yes	Yes/Yes
SOUL-FI	Yes (only Round A1)	Yes (only Round A1)	Yes/Yes
SpeedUp_Europe	Yes	Yes	Yes/Yes

Table 8: Current status of Accelerators' proposals sent to FI-Impact Coordinator

In relation to the first call Accelerators were requested to provide access to the full application texts of proposals in whatever format they preferred as they were available with an , by 31st March 2015 to facilitate data analysis.

As part of the internal validation process, the FI-IMPACT partners prepared a standardised excel for projects selected by each Accelerator which included the following data sets. In the event of a delay receiving data sets from the Accelerators, the FI-IMPACT partners pre-filled an excel with a many of the following data sets as possible and the balance was completed and returned by the Accelerators:

- Country of origin;
- Organization name;
- Project name;
- Organization Address;
- Number of team members;
- Targeted sector;
- FI-WARE Chapters;
- FI-FARE Enablers;

- Name of Project Coordinator;
- Abstract;
- Organization years of experience;
- Project website.

5.2. Overview of results: Infographic and duplicates

FI-IMPACT prepared and published two infographics in January 2015 based on aggregated data received from accelerators to reflect an overview of

- Total expected applications, number of proposals started, number of proposals submitted and number of proposals selected;
- Number of proposals by accelerators and their geographical distribution;
- The top 5 Countries of proposals' origin by accelerator;
- Team composition: how they team up (one person-business, 2 members, 3 to 5 members, >5 members);
- Percentage of FI-WARE Enablers used;
- Market target by proposals: B2B, B2C, B2B/B2C.

These data sets were obtained by aggregating the information of all the proposals coming from Accelerators and the results made available in Deliverable 2.2.

As outlined earlier at the request of Accelerators FI-IMPACT undertook a check against the available data sets in relation to Call 1 submissions to assist Accelerators in identifying potential duplicate applications submitted to different Accelerator Calls.

FI-IMPACT reviewed three fields:

- Project name;
- Company name;
- Name of coordinator.

and it provided Accelerators with an overview of:

- The name of submitted and selected proposals in different Accelerators during the same call;
- The name of companies that have submitted more than one project (in the same or different Accelerators);
- The name of coordinators involved in different project.

6. Information collection for Impact Analysis

6.1. The Self Assessment Tool and KPI Questionnaire

The FI-IMPACT web-based Impact Assessment Tools provide a mechanism to collect empirical data from FIWARE FI-PPP Phase 3 funded projects to contribute to the overall impact assessment of the FI-PPP Phase 3 and assist in forecasting the potential impact of this intervention up to 2020.

FI-IMPACT is developing two impact assessment tools to support FIWARE stakeholders in assessing their likely socio-economic impact:

- a) Self Assessment Tool, which is designed to assist promoters of both running projects and future initiatives to assess their potential socio-economic impact based on looking at their Innovation Focus, Market Focus, Feasibility, Market Needs and Social Impact.
- b) Impact Assessment Tool, which is designed primarily to support data collection from sub-grantees funded by FIWARE Accelerators under Phase 3 of FI-PPP.

Both tools are being developed around the Key Performance Indicators (KPI) outlined in D2.2 Mapping and Initial KPI Measurement. The User Guide for the Assessment Tools is outlined in D4.2.

The Impact Assessment Tools focus around six main sections / indicators:

- Organisational Profile: quali-quantitative description
- Innovation Focus: level of innovation and positioning in the go-to-market process of the proposed solution;
- Market Focus: describing in detail the type of customers, markets and geographic focus targeted by each project, as well as type of revenue and business models;
- Feasibility: level of development of the business and financial plan of the funded proposals;
- Potential user benefits: potential benefits that the funded project plan to provide to the target user;
- Potential social impacts: potential social impacts potentially achieved by the project.

While there will be some differences in the questions associated with the Organisational Profile and the method by which the respondent enters the Self Assessment Tool or Impact Assessment Tool, the core questions related to the KPIs (Innovation Focus, Market Focus, Feasibility, Market Needs and Social Impact) will be similar across both tools.

Each of the six indicators is composed of a range of questions and available answers (that can be free text, one choice or multiple choice) and includes an explanation of how measurement is performed and why the specific parameter is important to achieve impact.

In terms of the Impact Assessment tool as this is targeted at a closed community of funded sub-grantees, FI-IMPACT will set up project records associated with each funded

sub-grantee and provides a unique URL for each initiative to associate the initiative details with a user account. The Self Assessment Tool will be publically available to any user who visits the www.FI-IMPACT.eu website and sets up a user account.

Profile indicator:

In the case of the Impact Assessment Tool, the funding Accelerator, organisational name, project name and coordinator details are pre-populated.

1. Address and city of your organisation
2. In which country is your organisation headquartered?

Choose one (list of countries)

3. What is the name of your organisation?

Free text

4. Type of organisation?

Choose one:

A. SME: Enterprises qualify as micro, small and medium-sized enterprises (SMEs) if they fulfil the following criteria: headcount <250, turnover ≤ € 50 million or Balance sheet total ≤ € 43 million

B. Large Enterprise: headcount >250, turnover > € 50 million or Balance sheet total > € 43 million

C. Web Entrepreneur: entrepreneur of an Internet-based business. Web entrepreneurs constitute a specific category of entrepreneurs, who create new digital services and products that use the web as an indispensable component of their business (source FI-PPP call document by EC)

5. How many people are in the implementing team?

Integer

6. How many full time employees are in your organization?

Integer

7. What was the organisation's annual turnover in the last complete financial year?

Euro value

8. Does your proposal sell/offer an IT solution or a service?

Choose one:

A. Tech provider (you sell or offer a software and/or an IT device - e.g. cloud solutions, apps, IoT sensors and tools, analytics or content management software, etc.)

B. Service provider (through an IT solution, you provide a service such as a marketplace or a booking website - e.g. booking.com, netflix, amazon, tripadvisor, etc.)

9. Is your solution based solely on software or does it include also a hardware component?

Choose one:

- A. Purely software
- B. Software and Hardware

10. Which FIWARE enablers are being used or planned to be used in the project?

Select from list of all Generic Enablers

11. Which FIWARE Specific Enablers are being used (or planned to be used) in the projects?

Select from list of Specific Enablers

12. How much grant funding will be provided by the FIWARE Accelerator?

Euro value

13. How many years has your organisation been active?

Integer

The information collected in the Profile section will be aggregated and displayed to the respondent at the end of the self-assessment process in the form of a descriptive text.

Innovation Focus:

1. How near is your concept to being commercially exploitable?

Choose one:

TRL 1. basic principles observed

TRL 2. technology concept formulated

TRL 3. experimental proof of concept

TRL 4. product/service validated in lab

TRL 5. product/service validated in operational environment

TRL 6. product/service demonstrated in operational environment

TRL 7. product/service prototype demonstration in operational environment to client

TRL 8. product/service market ready

TRL 9. product/service sold in marketplace

2. Does your business idea provide an Incremental innovation or radically change existing products or services?

Choose one:

A. Incremental improvement: it involves modest changes to existing products and services. These are enhancements that keep a business competitive, such as new product features and service improvements

B. Disruptive improvement: it radically changes existing products and services and creates new markets by discovering new categories of customers.

Disruptive improvements do this partly by harnessing new technologies but also by developing new business models and exploiting old technologies in new ways

3. Does a similar solution already exist in the marketplace?

Choose one:

A. Yes

B. No

4. Is the original concept developed by a single person or is it a group effort?

Choose one:

A. Single

B. Multiple

5. Will your business idea create a new standalone offering or does it fit into an existing commercial strategy?

Choose one:

A. Standalone

B. Strategy

The information collected in the Innovation section will be aggregated and displayed to the user as simple five point categories ranging from low, to medium low, to medium, to medium high, to high.

Market Focus:

1. Select the Business Model that best reflects your idea?

Select the most appropriate models from this list:

- Production model (you produce the product/service and you sell it to customers who pay for it on a one-time sale - e.g. manufacturing companies)
- Markup model (you buy a product from producers and you re-sell it to customers - e.g. retail shops)
- Subscription model (your customers pay for your product/service at contracted periods of time - e.g. software-as-a-service, cloud services, but also newspapers, gyms, Netflix, mobile carriers)
- Usage fees model (your customers pay for the amount of product/service they use - e.g. electricity, water, and gas)
- Rental model (you rent your assets to customers - e.g. car sharing)
- License model (you keep copyright of your product/service while selling licenses to customers with an up-front cost- e.g. many software but also movie producers)
- Advertising model (you get revenues from advertisements appearing on your product/service - e.g. television, magazines)
- Transactions/Intermediation model (you get a fee being the intermediate in a transaction between two parties - e.g. booking.com)

- Freemium model (you offer your product/service for free, while charging a premium for full/extended version - e.g. many mobile applications)
 - Customer analysis model (you get revenues selling aggregated data on your customers/users of your product/service)
2. How will your expected revenues be divided among the business models chosen above in %?

The system will present the models chosen above and respondent will insert % income related to each selected model.

3. In which primary market sector do you plan to sell your product or service?

Select primary market sector from list below:

- ACCOMMODATION AND FOOD SERVICE ACTIVITIES (hotels, restaurants, cafès, etc.)
- FINANCIAL SERVICES (banks, insurance, etc.)
- AGRICULTURE, FORESTRY AND FISHING (farms, fishermen, etc.)
- ARTS, ENTERTAINMENT AND RECREATION (cinemas, theatres, museums, etc.)
- BUSINESS SERVICES (lawyers, engineers, consultants, software developers, advertising and marketing agencies, etc.)
- CONSTRUCTION
- CONSUMER
- EDUCATION (schools, universities, etc.)
- UTILITIES (energy, gas, water providers, etc.)
- HORIZONTAL (solutions suitable for every verticals)
- HEALTHCARE (hospitals, doctors, practitioners and physicians, etc.)
- MANUFACTURING
- MINING AND QUARRYING
- GOVERNMENT (municipalities, local and central institutions, etc.)
- TELECOM AND MEDIA (telcom companies, broadcasting, etc.)
- TRANSPORT AND LOGISTICS
- RETAIL AND WHOLESALE

If you are targeting any secondary market sectors, please select choose from same list of sectors as outlined above

4. Through which Channel do you expect to sell your product/service?

Select all appropriate from list:

- Sales agents
- Shops
- App-stores
- Personal website
- Other external websites
- Public tenders notices
- E-mail/Phone-call marketing

5. In the next three years where do you expect to sell your product/service?

Select all appropriate from list:

- A. My City or Region
 - B. My Country
 - C. Global
 - D. Multiple Countries
 - E. Other
6. When will (did) your Product/Service enter the open market?
Year
7. What is the level of competition in your target market?
Choose one:
- A. No competition
 - B. Medium competition
 - C. High competition
8. Have you verified your value proposition with the target customers?
Choose one:
- A. No, value proposition based on vision and internal discussion
 - B. Value proposition validated through surveys and market studies
 - C. Value proposition validated through interviews and meetings with customers
9. What is the status of your commercial strategy to acquire customers?
Choose one:
- A. Preparing sales materials and channels
 - B. Sales materials available and channels activated
 - C. First customers acquired through established channels
10. If this is a new market, what is the status of your market strategy?
Choose one:
- A. Defining a market strategy to create demand
 - B. Started promoting the vision
 - C. Early adopter customers acquired
11. If this is a market with many competitors, what is the status of your market strategy?
Choose one:
- A. Defining the competitive position on the market
 - B. Company positioned and sales strategy defined
 - C. Executing sales strategy to gain market share

The information collected in the Market Focus section will be aggregated and displayed to the user as simple five point categories ranging from low, to medium low, to medium, to medium high, to high.

Feasibility:

1. Have you estimated and provided for the capital investments required until revenues can sustain your business?
Choose one:
- A. In the process of estimating the investment required
 - B. Capital requirements estimated and investors contacted
 - C. Capital requirements covered until self-sustainable
2. What is the % of required funding already secured

Percentage

3. Have you estimated how much your sales will grow on a yearly basis?

Choose one:

- A. Evaluating what the potential growth rate could be
- B. Committed to a growth rate in the business plan
- C. Validated growth rate with sales and market data

4. What is your average expected growth rate for the next four years

Percentage

5. Have you estimated the cost and time required to acquire a new customer in your target market?

Choose one:

- A. Not yet analyzed the customer acquisition process
- B. Estimated customer acquisition cost and time
- C. Verified customer acquisition cost and time through real sales

6. Have you planned for expanding your sales force and marketing activities to match the expected growth rate?

Choose one:

- A. No plans for sales force hiring and increased marketing activities
- B. Scale-up plans defined but not yet launched
- C. Scale-up plans launched or set to start at a definite date, including hiring plan for salespeople

The information collected in the Feasibility section will be aggregated and displayed to the user as simple five point categories ranging from low, to medium low, to medium, to medium high, to high.

Market needs - Business and Public sector (B2B/B2G):

1. Which are the main expected benefits your solution will provide for your primary market sector?

When answering this question you should distribute a total of exactly 6 points (stars) across the following proposed benefits:

- A. Reducing operational costs
- B. Improving sales performance
- C. Improving marketing effectiveness
- D. Enhancing customer (citizen for public sector, patient for healthcare) care
- E. Innovating the product or service companies sell/provide
- F. Strengthening multi-channel delivery strategy
- G. Simplifying regulatory tasks and complying with regulations
- H. Improving data protection
- I. Increasing use and distribution of open data and transparency
- J. Improving scalability of existing tools
- K. Improving operational efficiency

Market needs - Consumer (B2C):

1. Which are the main expected benefits your solution will provide in your primary target consumer market (if relevant)?

When answering this question you should distribute a total of exactly 6 points (stars) across the following proposed benefits:

- A. Answering communication/collaboration needs
- B. Providing better entertainment
- C. Improving quality of life
- D. Simplifying daily tasks
- E. Reducing/Saving time
- F. Having easier and faster access to information/services
- G. Saving money

For each of the distributed "stars" in the User benefits section, IDC will compare the answers the respondents expressed with IDC's sources and will apply the weights then will make the sum of them. The final sum will be normalized in order to get a final score in a range that goes from 1 to 10.

Social Impact - Citizens involvement in Open Government:

1. Will your project contribute to the achievement of social benefits? (Please score the following potential social benefits on a scale of 1 to 5, with 1 = no impact and 5 = very high impact)
 - A. Better perceived security of communities, neighbourhoods and housing
 - B. Better protection of privacy and security of personal digital data
 - C. Citizens involvement and participation in open government
 - D. Improved eInclusion (access and use of digital technologies by social groups, potentially disadvantaged)
 - E. Improved fitness and wellbeing
 - F. Improved health
 - G. Improved quality of life in urban areas
 - H. Improved quality of life as a result of better access to information and data
 - I. Improved social inclusion
 - J. Increased access and use of eLearning and innovative learning methodologies
 - K. Increased demand and use of sustainable transport solutions
2. Will your project contribute to improve the quality of life of the following social groups? (Please score the following potential social benefits on a scale of 1 to 5, with 1 = no impact and 5 = very high impact)
 - A. Disabled
 - B. Elderly (over 65 years old)
 - C. Ethnic or cultural minorities
 - D. Low income (e.g. unemployed single parents)
 - E. Socially excluded groups (e.g. homeless, illegal immigrants, recovered addicts, ex convicts etc)
 - F. Unemployed

7. Data collection methodology

7.1. Process for Data collection

FI-IMPACT defined a Data Collection Methodology to collect information regarding the proposals and selected initiatives.

Data collected consists of:

- A) Information collected from the Accelerator to provide necessary data input to undertakemarket analytics and forecast. Accelerators were requested to:
 - I. Provide proposal application Data
 - II. Request sub-grantees to provide information on:
 - 1. Business model
 - 2. Geographical target
 - 3. Market entry year
 - 4. Expected revenue growth rate next 4 years
 - III. Provide opinion and identify Accelerators potential success stories
- B) Information needed to calculate the KPIs in the impact analysis framework, for individual proposals. Single funded Initiatives will be invited to complete the Impact Assessment Survey to provide aggregated data

FI-IMPACT will also attend relevant events organised by the accelerator to makes direct contact with the single initiatives and work with the Accelerators to identify success stories.

7.2. Planning of the FI-IMPACT future activities of Data collection

As outlined in Figure 2 page 11, each FI-IMPACT partner is responsible for engagement with specific Accelerators.

Future engagement activities related to data collection to support impact assessment include:

- a) Follow up with Call 1 sub-grantees in relation to completing and finalising the impact assessment survey
- b) ongoing engagement with Accelerators in relation to data collection from Call 2 and Call 3 where relevant
- c) Engagement with Call 2 and 3 sub-grantees in relation to to completing and finalising the impact assessment survey

8. Conclusions and next steps

Deliverable 3.2 has defined the procedures used in FI-IMPACT to gather relevant information and to manage the communication with Accelerators, the data collection formats and the process to elaborate the data collected and check the progress of Accelerators.

These activities have started in parallel with the FIWARE Accelerators' calls themselves. Therefore, to timely collect and elaborate data from the very first calls, the initial approach has been:

- To propose a set of relevant questions to the Accelerators, to be potentially included as part of the first call application templates;
- To collect the full set of application data in whatever format made available by the Accelerators.

Based on this initial approach, a large amount of data has been collected by FI-IMPACT Partners from the Accelerators. Inevitably data were mostly not homogeneous in format and sometimes incomplete, therefore substantial work has been carried out by FI-IMPACT in terms of data cleaning and data analysis.

Nevertheless, FI-IMPACT Partners have managed to collect relevant information on the first calls, communicating with the Accelerators successfully and establishing good relations with them.

In the first calls, up to our cut off date of 31/3/2015, the number of the submitted and selected proposals was respectively 4.198 and 538. WP2 and WP3 have harmonized the data coming from the Accelerators producing information in a common format for all proposals. This has allowed FI-IMPACT to show aggregate results, documented in WP2, e.g., on the number of expected / started / submitted and selected proposals, the number of proposals by accelerators and their geographical distribution, the top 5 countries of proposals' origin by accelerator, the team composition, the percentage of FI-WARE Enablers used, the market target by proposals etc.

WP2 and WP3 have worked also on the duplicates of submitted proposals and selected proposals with the aim of understanding whether the same proposal was selected in two or more different calls, to avoid double funding.

Although this initial approach produced useful results, for the next stage of the project it is necessary to make the communication with Accelerators much clearer, easier and faster, focusing it on data required for market analysis, impact assessment and scoring of the selected activities, according to the methodology defined in WP2. To this purpose:

- Accelerators will be asked to answer a subset of core questions essential to profile and forecast the target market of the Accelerator's sub-granted initiatives.
- Each single initiative will be invited to respond to a larger number of questions in the self-assessment tool, available in the FI-Impact portal, which also provides them with feedback on their product/service potential and directions for improvement.

The final data collection approach and formats are defined in this Deliverable in the chapter 7, including the assignment of clear roles to all involved FI-IMPACT Partners and their actions in the process. The approach will be applied starting from the next two calls, where the expected applications are respectively about 2600 for the second call and 450 for the third call, resulting in about 350 selected proposals for the second call and 50 for the third call. Furthermore, the assigned FI-IMPACT partners will request their Accelerators to integrate their first calls data according to the final data collection format.