



FIWARE What's Happening and What's Ahead

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Richard Stevens – IDC/ FI-IMPACT



IDC Offers Unmatched Global and Local Market Insights

IDC has more than

1,100
analysts

located in over 50
countries worldwide

Significant primary
demand-side research
– more than

300,000
end users surveyed
annually



49%

of IDC analysts are in
emerging markets

Providing global,
regional, and local
expertise on
technology and
industry
opportunities and
trends in over

110 countries

FIWARE Acceleration : 4 Messages

Accelerators - excellent at attracting SMES

Attracting lots of young, eager start-up companies

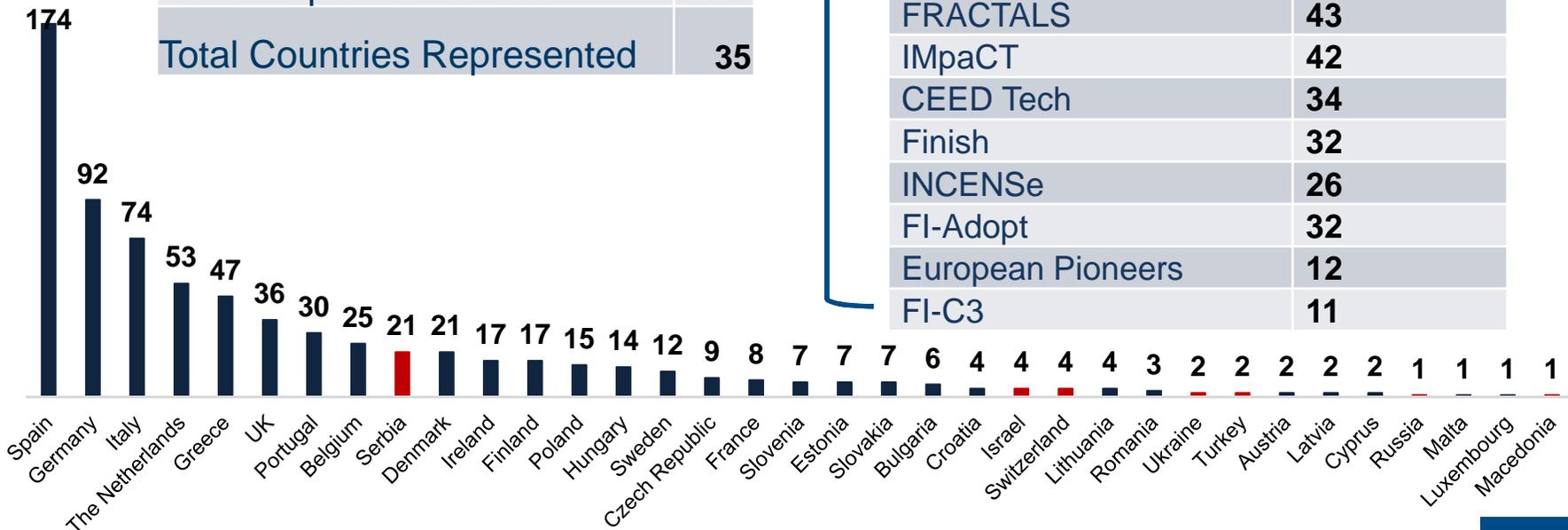
Start-Ups have mature plans and realistic business models

FIWARE has real market potential

FIWARE Accelerate and SMEs



Total Proposals Submitted	9186
Total Proposals Funded	831
Total Countries Represented	35



Accelerator	Selected
SOUL-FI	119
SpeedUp Europe	90
FICHe	80
CREAtiFi	59
FABulous	81
SmartAgri Food2	50
FrontierCities	21
FINODEX	99
FRACTALS	43
IMpaCT	42
CEED Tech	34
Finish	32
INCENSE	26
FI-Adopt	32
European Pioneers	12
FI-C3	11

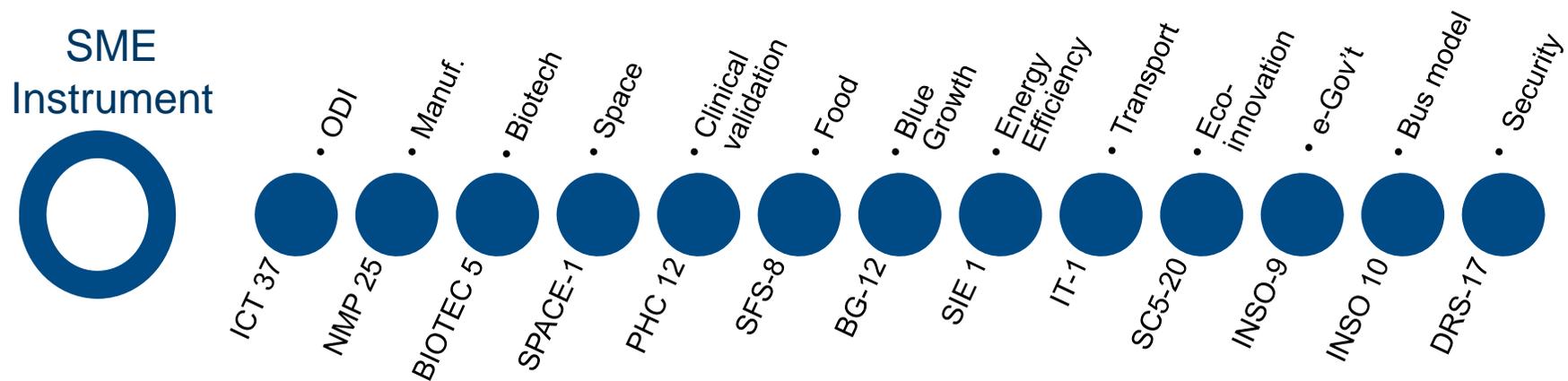
The rest of 'em...

Objective of increasing the participation of SMEs

Phase I	
Total Proposals Submitted	6972
Total Proof of Concepts Funded	592
Total Countries Represented	32

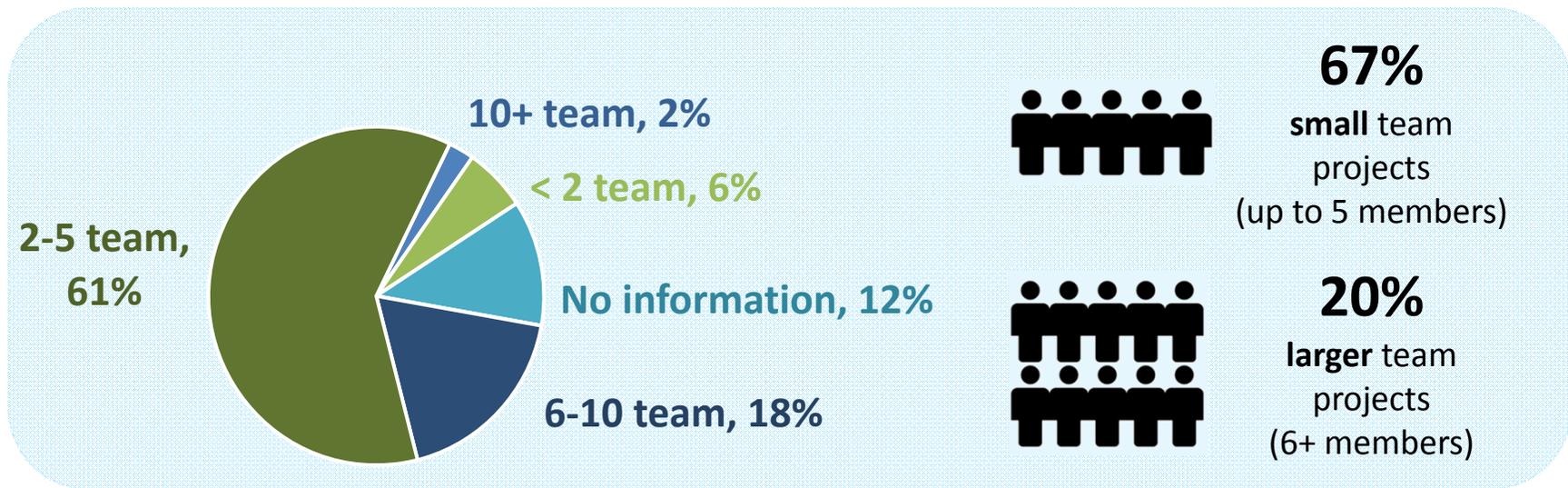
Phase II	
Total Proposals Submitted	1209
Total Projects Funded	134
Total Countries Represented	33

Source: HoU Marco Malacarne Roma Oct.1 2015



Microenterprises are predominate

“We want to promote FIWARE to Small and Very Small Companies”

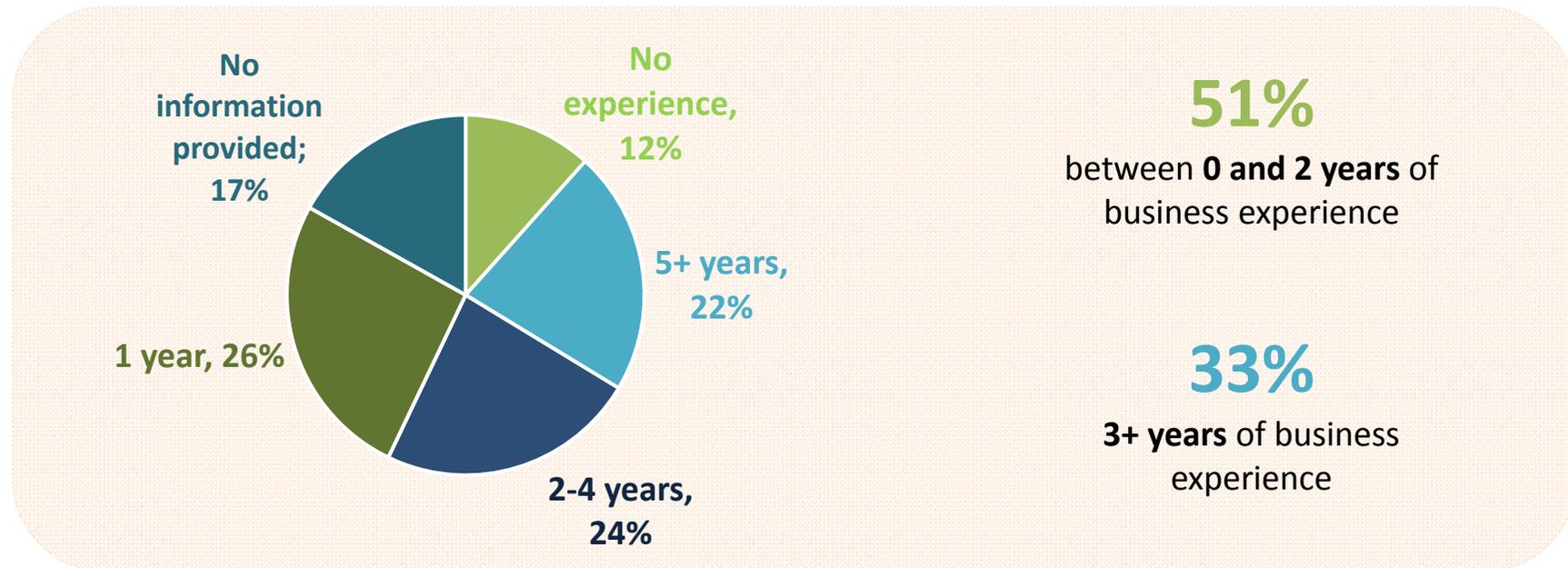


Base: 725 Selected Projects

Start-Ups Abound



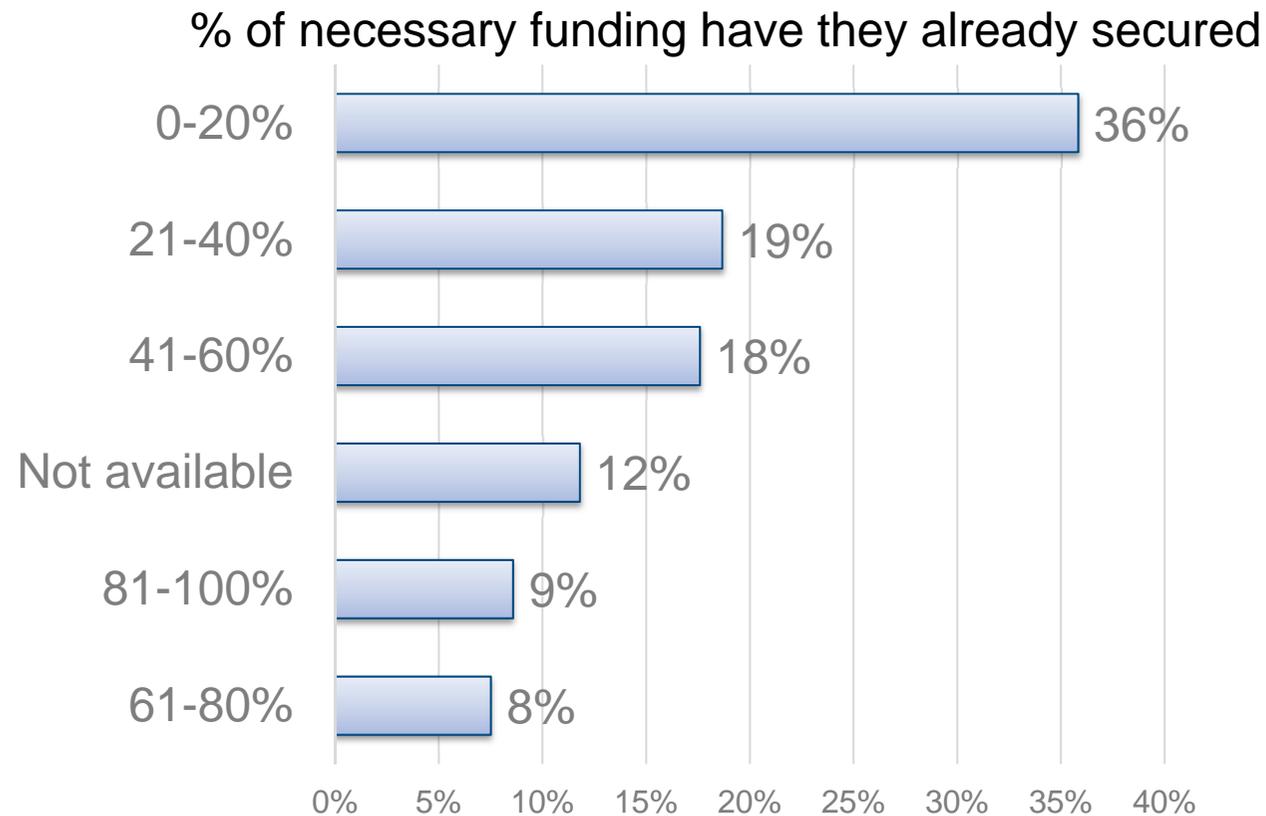
“We want promote FIWARE as a viable development platform for Start-Ups”



Base: 725 Selected Projects

Just Getting Started, Still looking for Capital

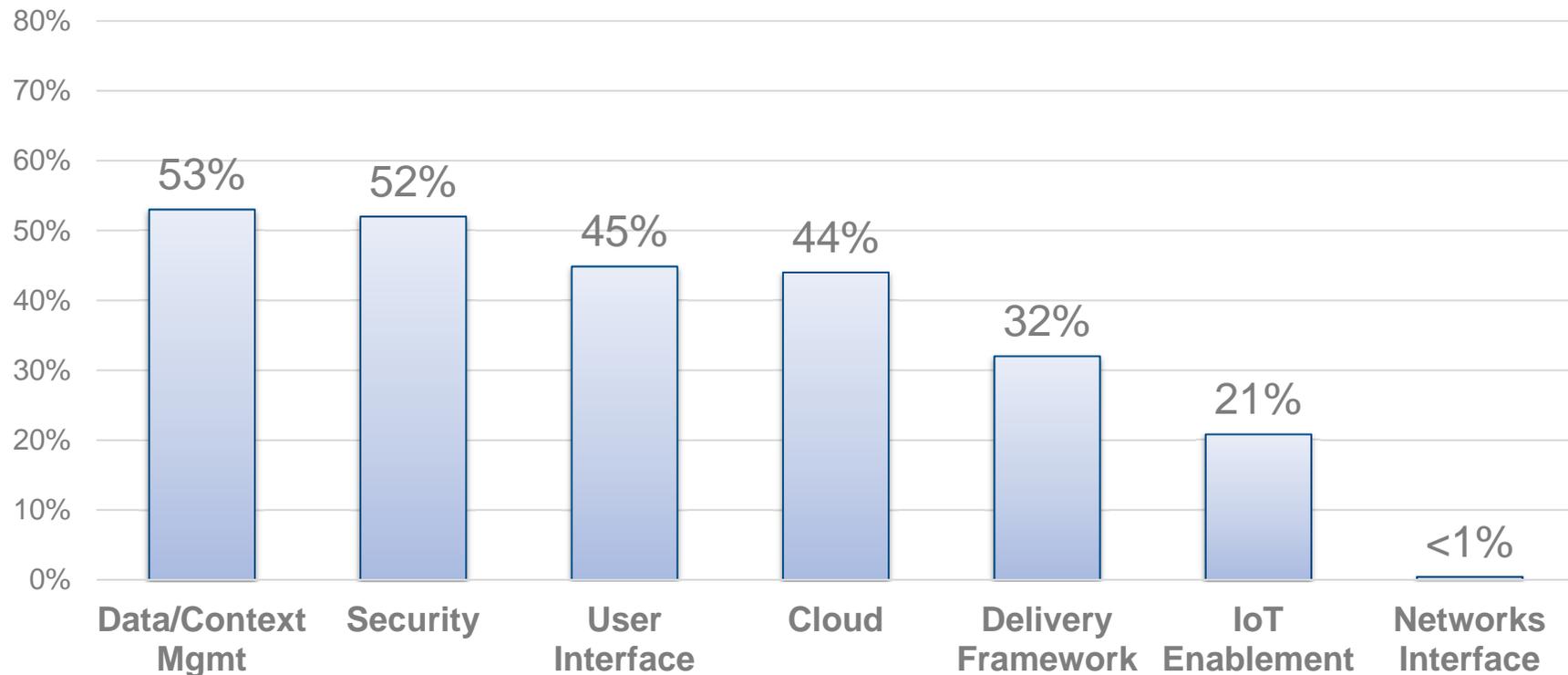
“Even early-phase for Start-Ups should be involved”



Base: 466 Selected Projects Self Assessment

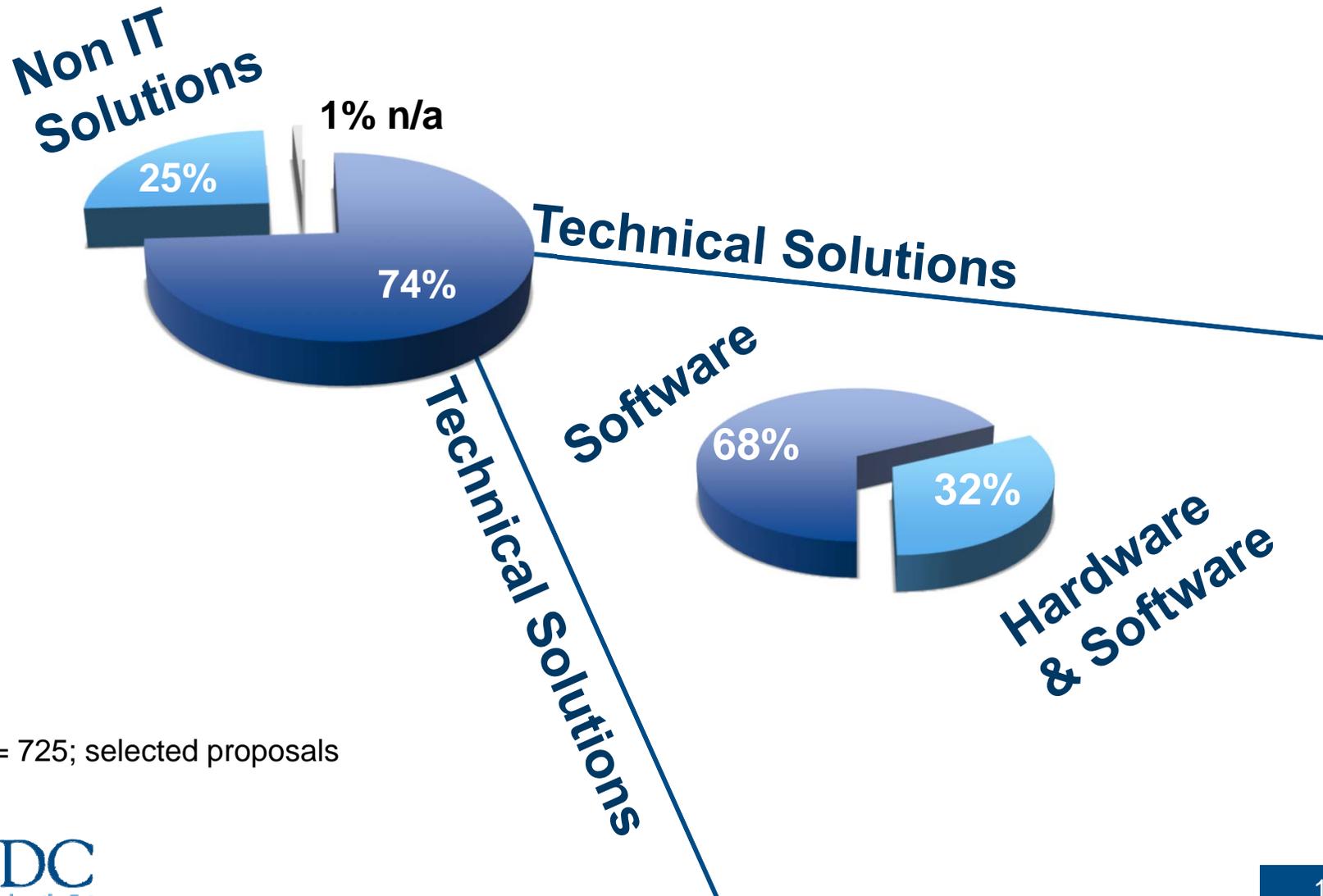
FIWARE addressing Core Technology Needs

FIWARE enablers should be used across key development areas



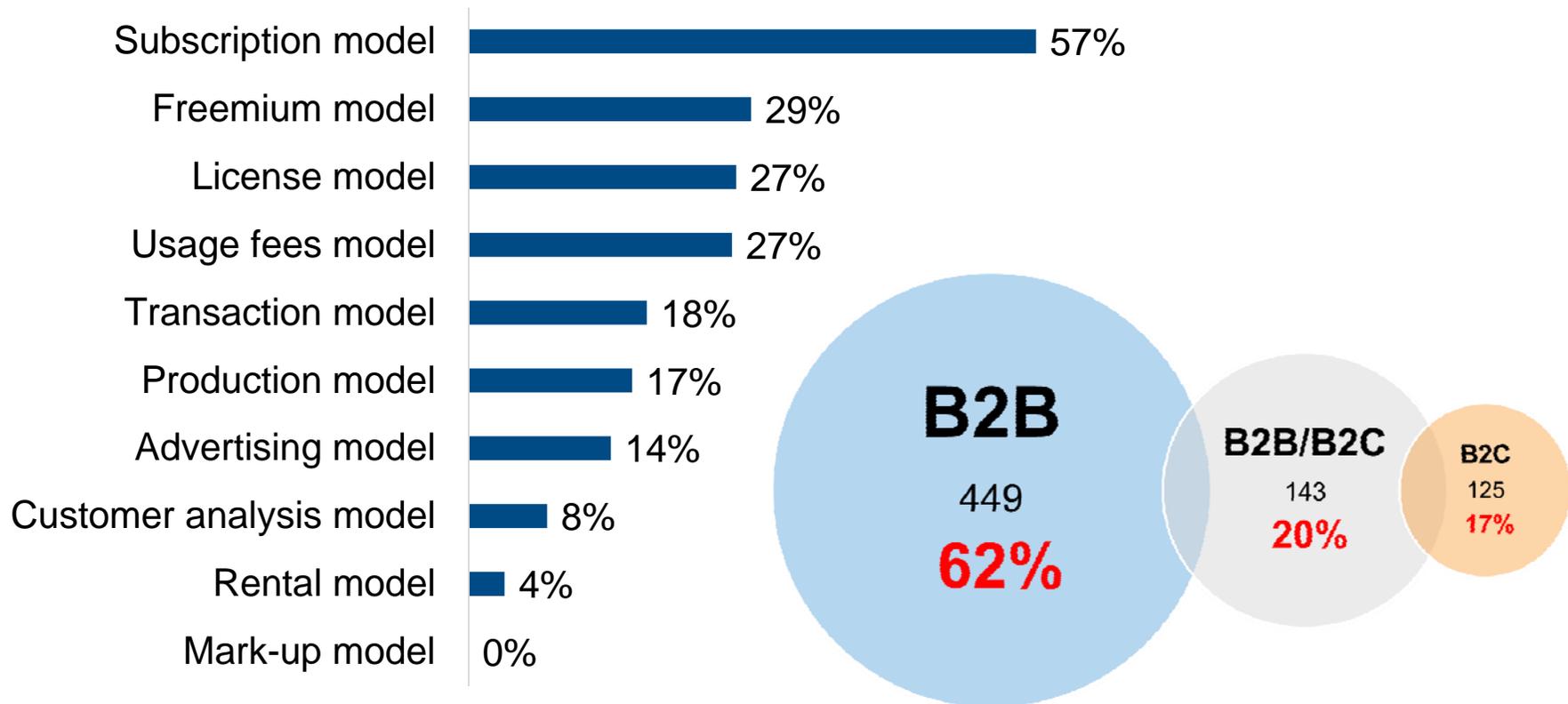
Base: 466 Selected Projects Self Assessment

Innovative Ideas Based on FIWARE



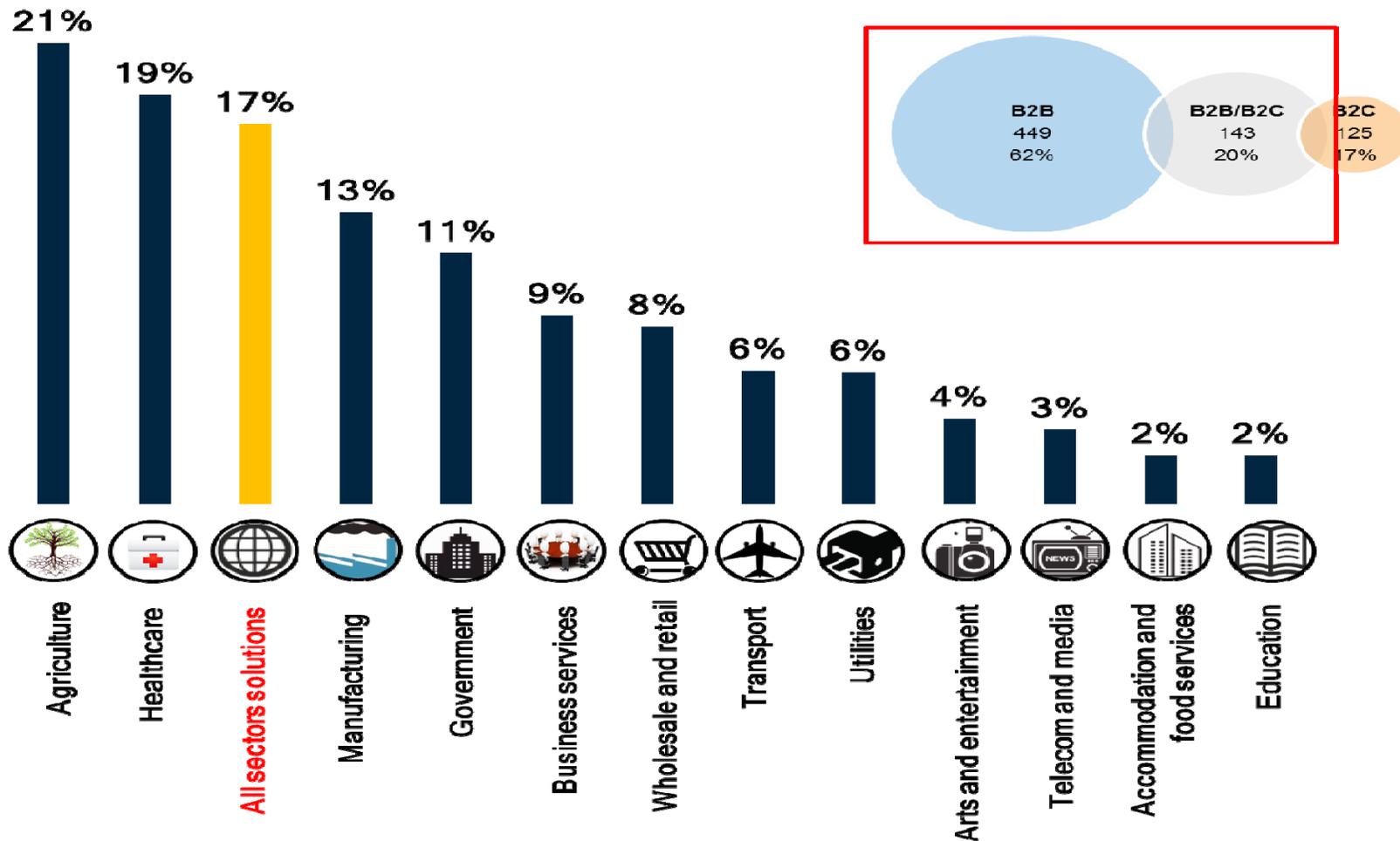
n = 725; selected proposals

Mature Business Models & Approaches



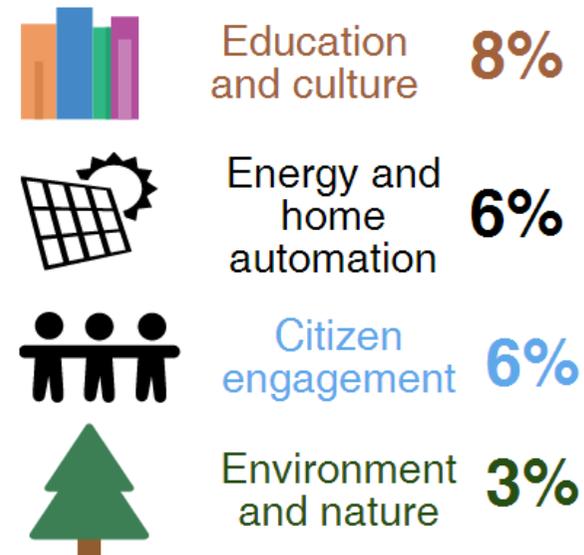
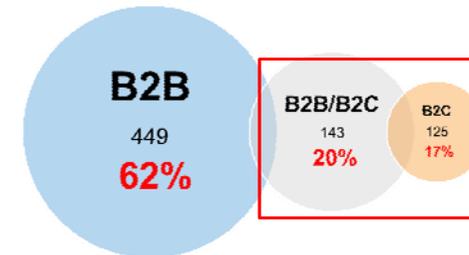
Base: 725 selected Initiatives (1% did not provide useful information)

What the B2B market looks like



Base: 592 selected proposals targeting the B2B/B2C and B2B market

What the B2C market looks like



Base: 268 funded initiatives

Revenues that should be Generated

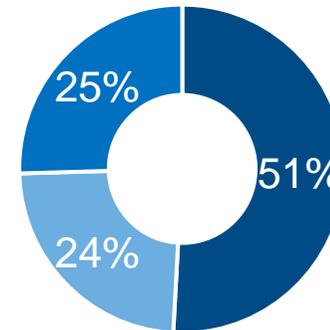
■ Model inputs:

- Type of solution (SW, HW/SW, non IT)
- Year of market entry (2015-2020)
- Market target (national vs multinational)
- Death rates per year
- Average revenues growth rates
- Initiatives profiles: team, target sector

● Assumptions:

- Start-ups and smaller companies grow faster
- Competition higher for pure SW solutions = slower growth
- HW/SW solutions = new markets, higher potential growth
- Potential market opportunity and elasticity vary by industry sector
- 7 IDC growth path models apply to EU funded Startups

1000 Funded Initiatives



■ Pure SW ■ HW and SW ■ Non-IT services

Different business models, different growth paths

Scenario Assumptions

- **Optimistic Scenario:**
 - Good match with potential demand
 - Death Rates: 31% of initiatives
- **Neutral Scenario:**
 - Most likely match with potential demand
 - Death Rates: 46% of initiatives
- **Pessimistic Scenario:**
 - Weak match with potential demand
 - Death Rates: 60% of initiatives

By changing the distribution of initiatives by category by scenario....

	OPTIMISTIC	NEUTRAL	PESSIMISTI C
CATEGORY 1	6%	12%	15%
CATEGORY 2	15%	21%	25%
CATEGORY 3	10%	13%	20%
CATEGORY 4	34%	26%	17%
CATEGORY 5	12%	7%	3%
CATEGORY 6	13%	15%	18%
CATEGORY 7	10%	6%	2%
Total	100%	100%	100%

...We estimate total revenues and aggregated growth rates by scenario

Potential Market by 2020

■ Optimistic Scenario:

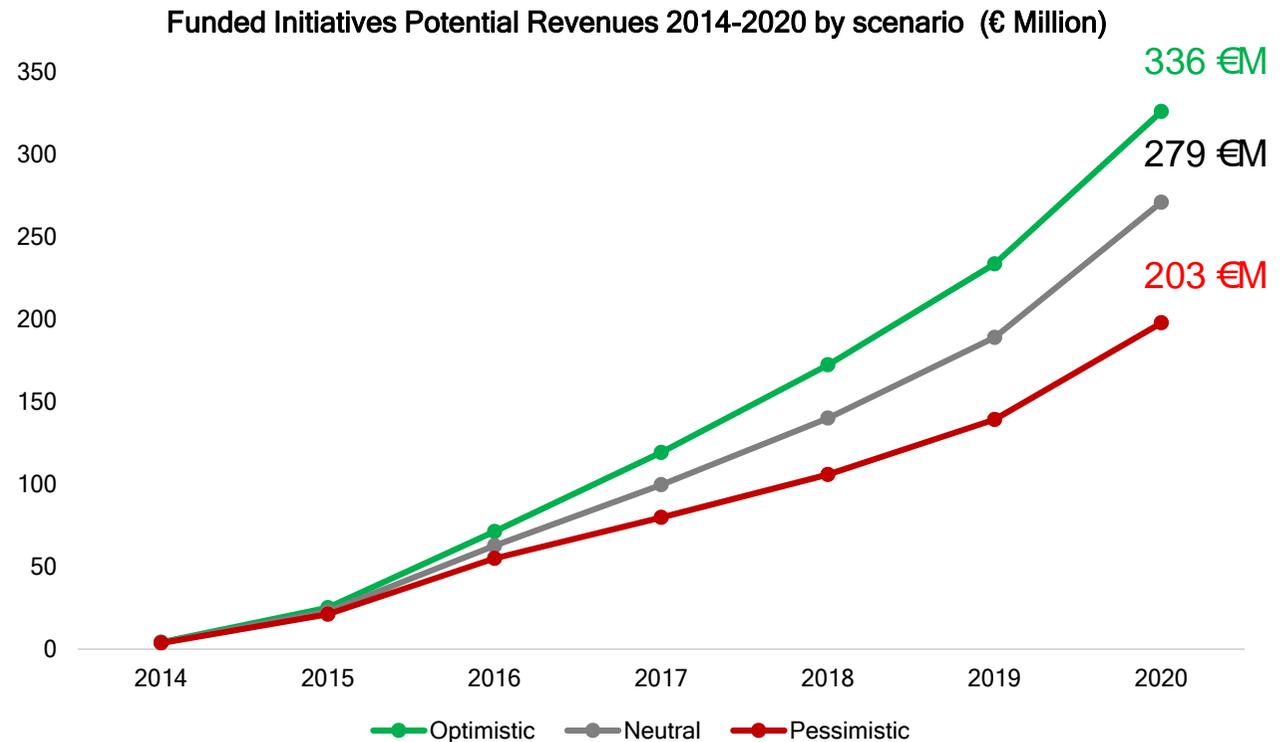
- Good match with potential demand
- Death Rates: 33% of initiatives

■ Neutral Scenario:

- Most likely match with potential demand
- Death Rates: 46% of initiatives

■ Pessimistic Scenario:

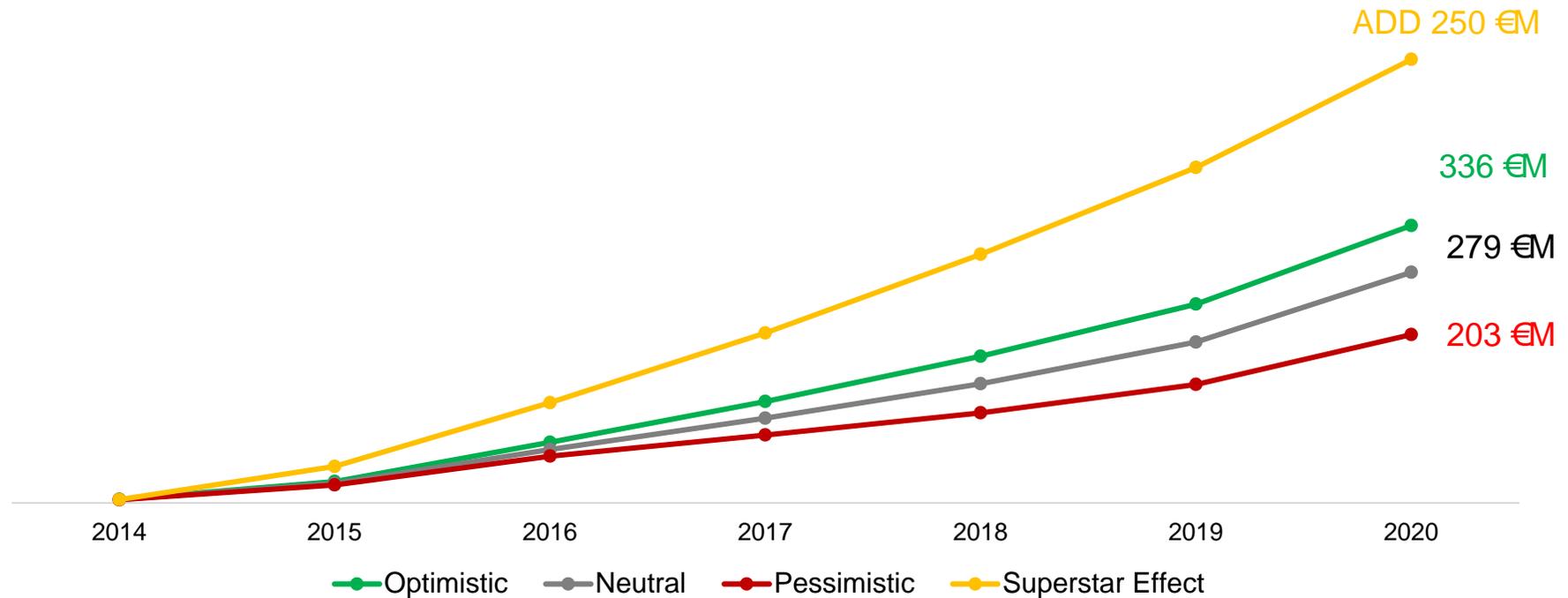
- Weak match with potential demand
- Death Rates: 60% of initiatives



Source: FI-IMPACT Market Model 2.0, October 2015

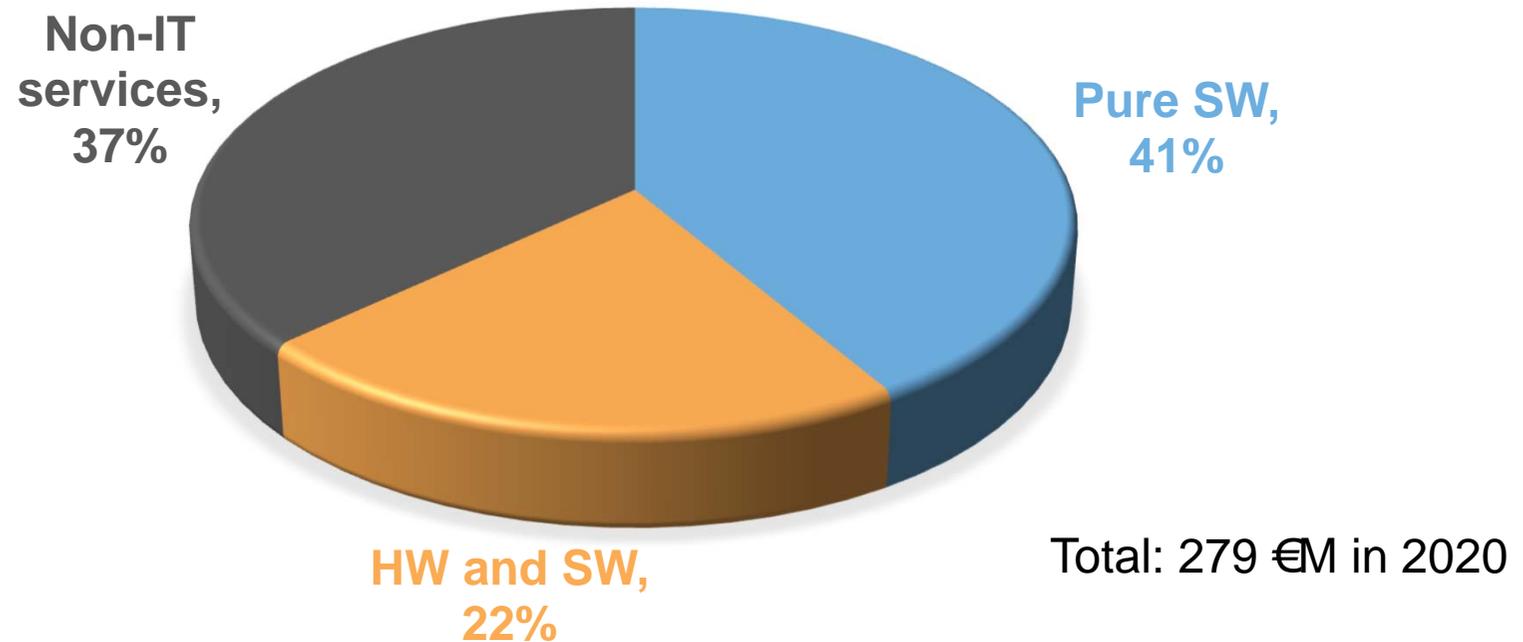
One Superstar Doubles Impact

The "Superstar" Effect (€Million)



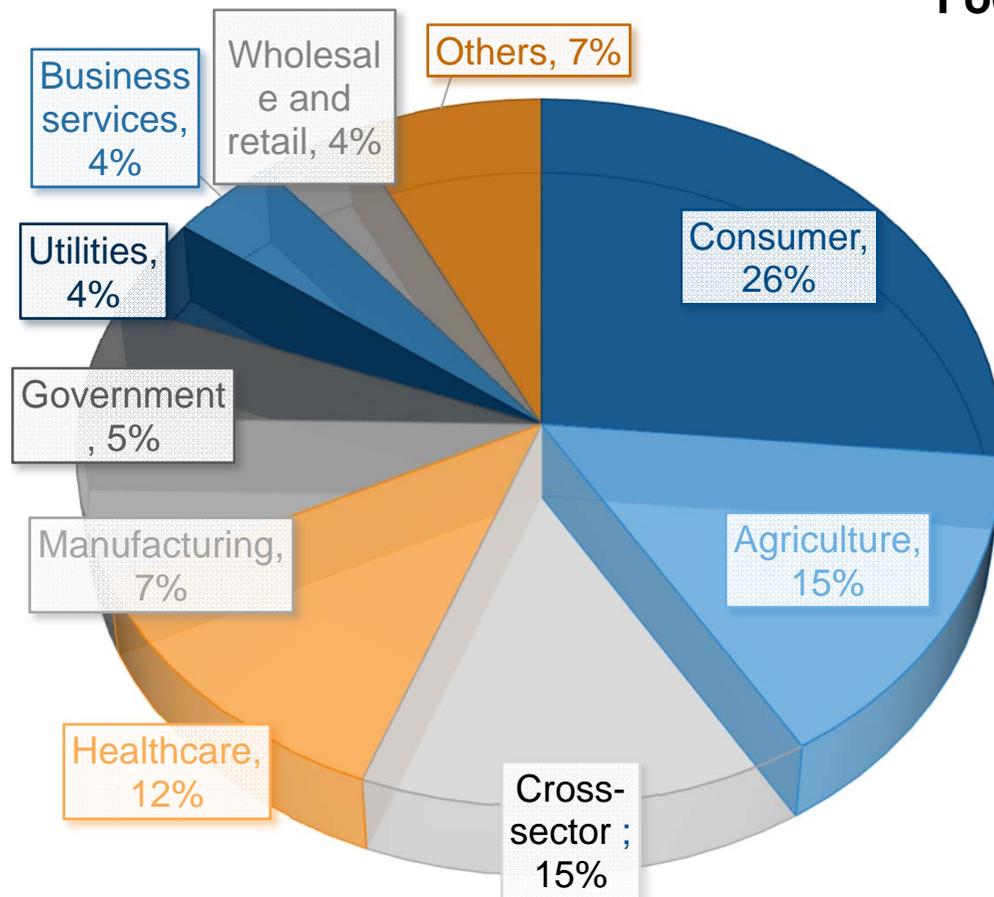
Source: FI-IMPACT Market Model 2.0, October 2015

Estimated Market Impact by Technology Solution



- The companies offering Pure Software solutions are the majority
- HW and SW (mainly IoT) companies and non-IT companies address more innovative and higher potential markets with higher average revenues per company

Hot Markets: Estimated Revenues in 2020 by sector



Total: 279 €M

Focus on Emerging Markets

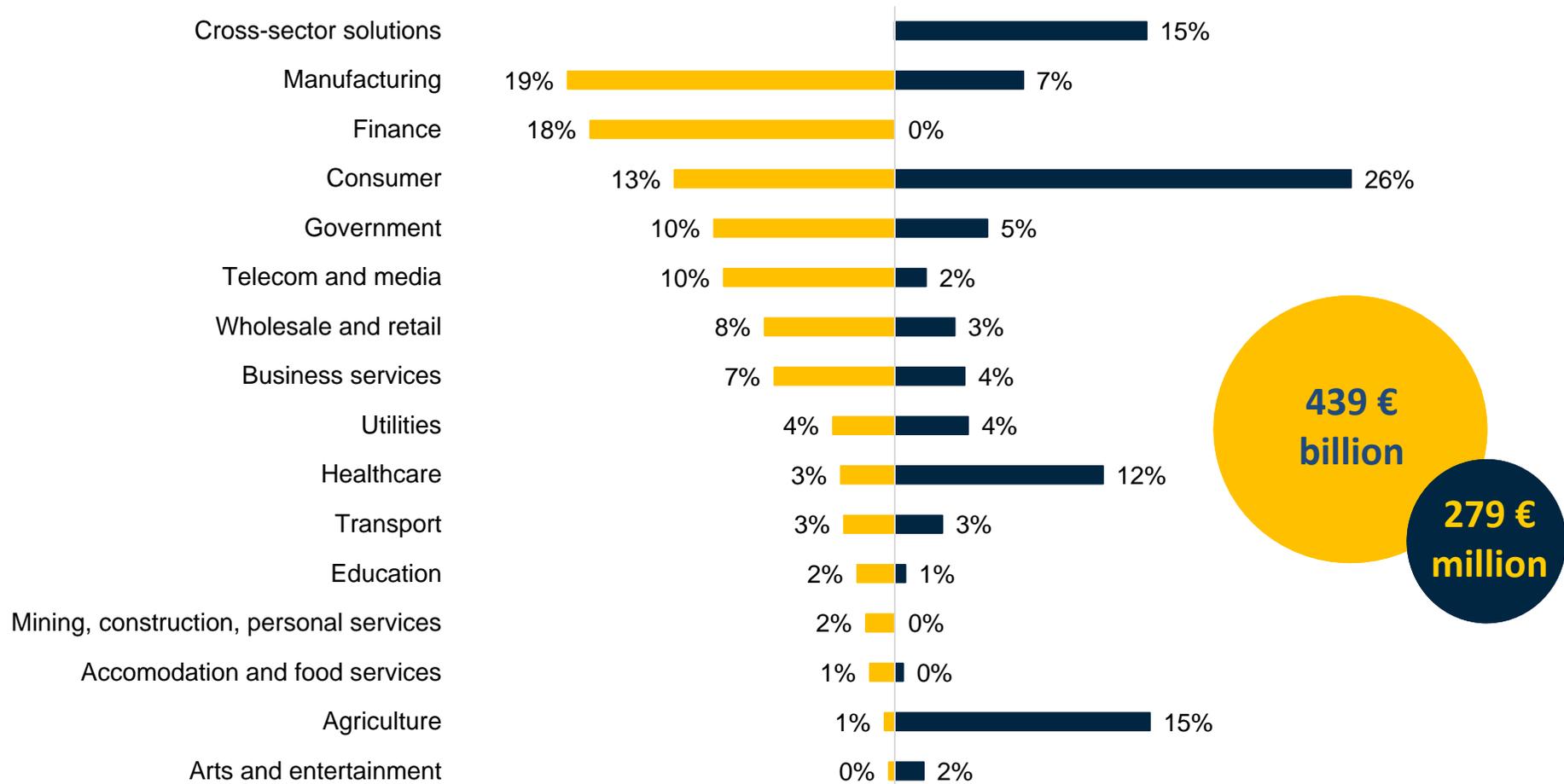
- **Consumer, Agriculture, Healthcare, Manufacturing** are top ranking revenue generators;
- These are **not the top ranking** sectors in terms of potential **IT spending** to 2020, according to IDC.
- However, they have **high potential** and **high barriers**, are prioritized by EC strategies and R&D investments, and offer **opportunities** for newcomers



Initiatives Footprint by Industry in 2020

Total IT spending estimate in EU 28
(%) by Industry Sector

Revenue Forecast of Funded
Initiatives (%), By Industry Sector

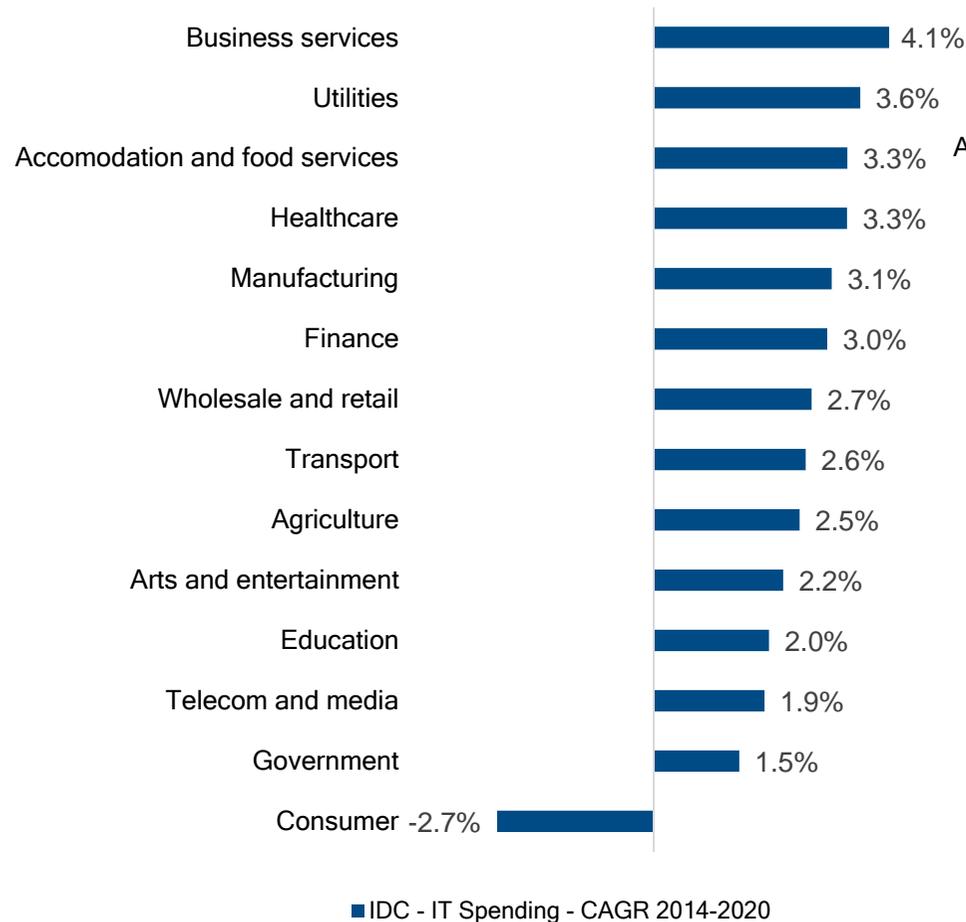


439 € billion

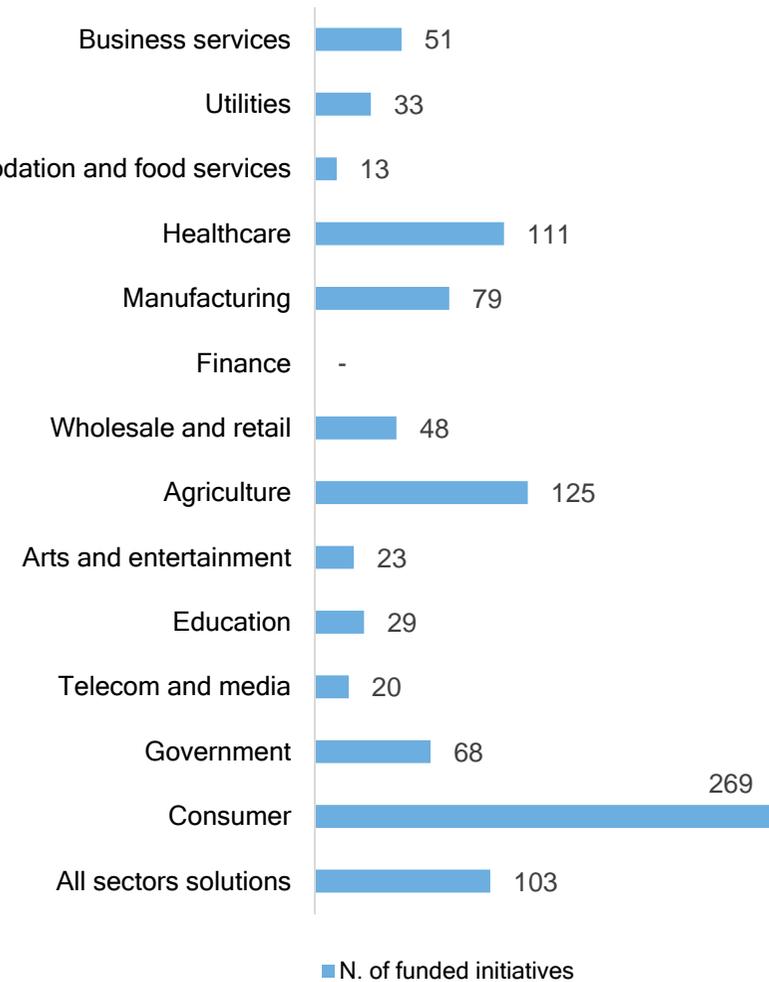
279 € million

Initiatives Footprint by Industry in 2020

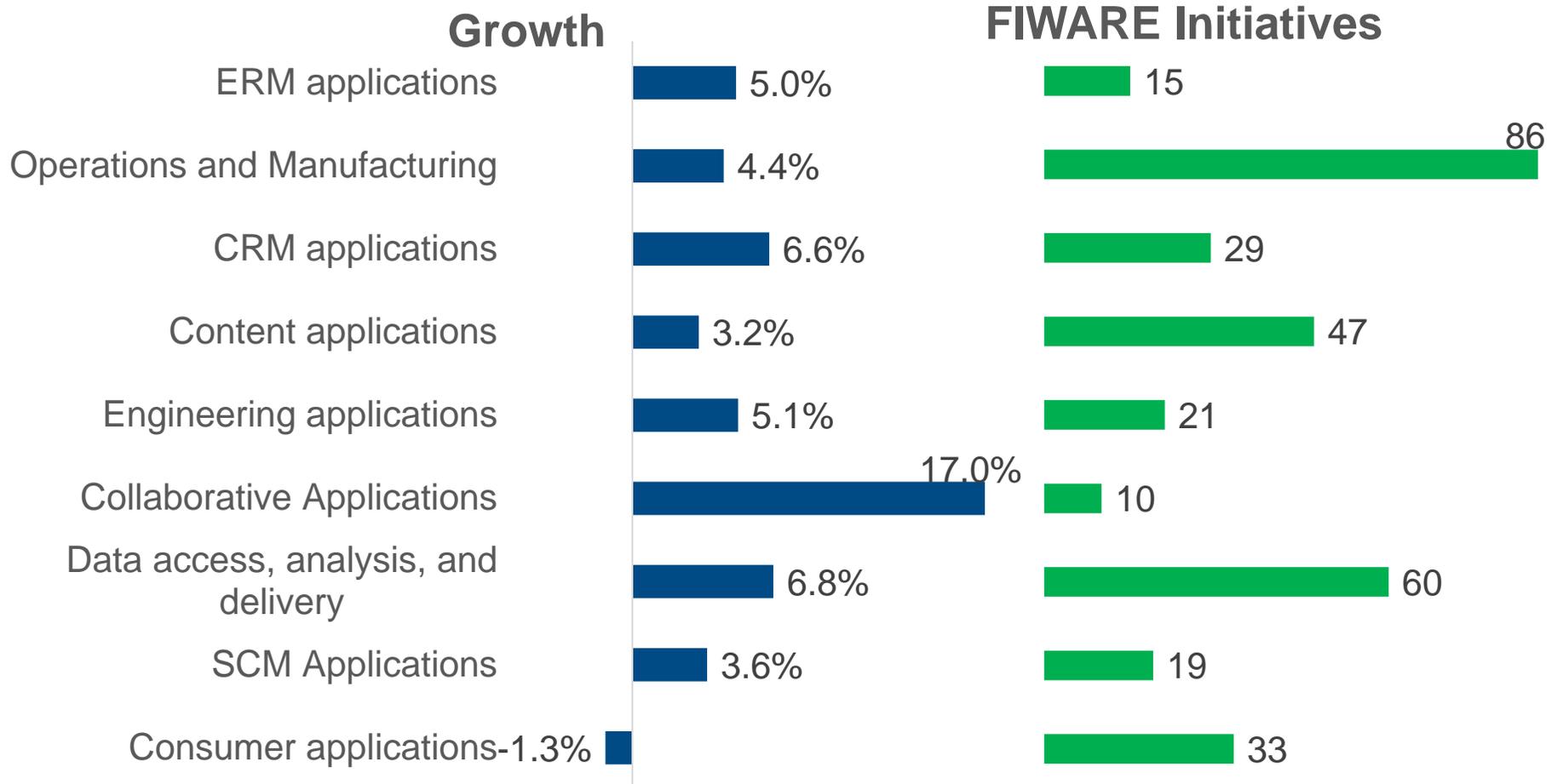
IT Spending Growth



FIWARE Initiatives



Pure software: Growth vrs Initiatives



Key Findings and Reflections

- **Accelerators - excellent at attracting SMES**
 - The Accelerators are doing an excellent job and are presenting a model that should be followed by other initiatives. 99% of the companies in Phase III are microenterprises. Expect roughly **1100 by June 2016**.
- **Attracting young, eager companies**
 - FIWARE is already “creating employment”, for more than 30% of initiatives this is the “First Job”.
- **They have mature realistic business models**
 - Most call texts favoured mature plans with concrete business ideas. Start-ups showed great attention to this factor. Percentage of Subscription and Freemium Business models matches industry avgs.



Key Findings and Reflections

■ Relevant Market Impacts

- From 1000 funded initiatives, by the year 2020 there are likely to be approximately 500 new, or newly grown companies in Europe leveraging Fiware to gain revenues of 279 € Million;
- If many of these companies match demand needs, revenues could be as high as 336 € Million (Optimistic scenario); if many have made wrong decisions, they could be as low as 203 € Million (Pessimistic Scenario)
- One superstar company with exceptional success would be enough to add more than 250 €Million to these estimates (Superstar Scenario)

■ High Return on Phase II Investment

- Compared to the 80 €Million investments in the FI-PPP Phase III, this seems a valuable return on investment

