

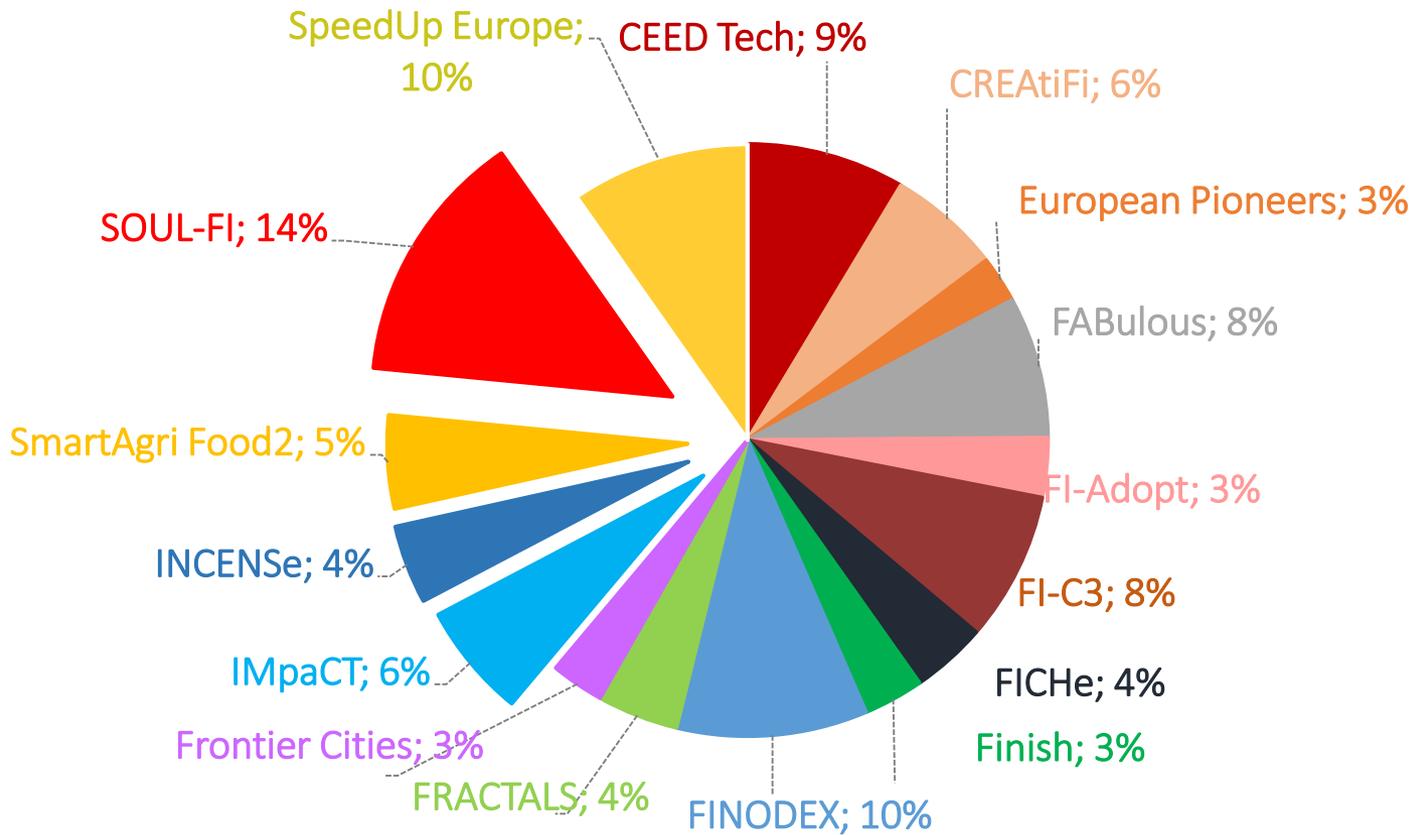


# Mapping the FIWARE Startups

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*Rome April 19<sup>th</sup>, 2016*



# 985 Companies funded by FIWARE



n = 985 selected proposals; base = 16 accelerator, April 13<sup>o</sup> 2016



# FIWARE Startups are reaching their customer on the Web

**737**

Companies tracked by Mattermark

Name	Mattermark Score	Employee Count	Est. Monthly Unique	Monthly Unique	Total Funding
Vital News	2845	12	12,608,801	12%	None found
Directly	3203	9	9,041,090	7%	None found
CEXIO	2848	1	1,267,854	10%	None found
Upworthy	2617	52	16,438,888	0%	A \$12.0M
Tearing	2454	37	3,095,059	5%	Pre Series A \$675,000
Elle Daily	2280	113	5,536,847	2%	None found
Kraam	2235	6	658,736	6%	None found
OpenClassrooms	2230	18	3,764,898	1%	Pre Series A \$1.0M
Tahvid	1996	11	994,735	4%	Pre Series A \$1.0M
Ghost	1970	6	1,413,222	4%	None found
Elster	1963	4	1,147,289	0%	None found
Kano Computing	1921	12	229,786	4%	Pre Series A \$1.4M
CanDash	1917	10	2,090,449	8%	None found
Mediam	1888	48	2,802,973	2%	Pre Series A \$3.0M
Rapidfire	1757	7	228,113	7%	A \$5.0M
Floer	1732	499	28,095,387	2%	B \$20.0M

## How much they're active on the social media:

**51%** are on Facebook



**1800** average Likes  
**+136k** max. Likes

**48%** are on Twitter



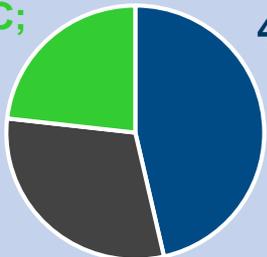
**900** average Followers  
**+47k** max. Followers

**21%** are on LinkedIn



**88** average Connections  
**+2k** max. Connections

**B2B/B2C;**  
**23%**



**B2C;**  
**46%**

**B2B;**  
**30%**

**8%**

Have a mobile app



## Which channels are used for their apps?

**54%** Have a Google App

**29%** Have a iOS app

**18%** Have both

# FIWARE Startups on the Web – getting traction

**737**

Companies tracked by Mattermark

Name	Market Cap	Employees	Growth	
VirtuVerse	3845	12,608,001	12%	
Discreetly	3003	9	5,041,000	7%
CKCO	2646	1	5,207,004	0%
Upworthy	2417	52	16,430,008	0%
Teemart	2424	27	2,091,009	0%
Edin Doh	2280	113	5,516,047	2%
Kuiper	2220		158,708	4%
OpenCarConnect	2220	19	3,764,000	5%
Talend	1994	11	934,735	4%
Other	1870		6,112,222	0%
Elster	1823	4	1,147,289	0%
Kana Computing	1721	12	120,766	4%
CardDesk	1517	10	2,000,449	8%
Medusa	1086	48	2,810,773	2%
BlueHive	1717		208,113	7%
Flurry	1732	499	28,095,387	-2%

They are shipping product and talking to customers

they're more likely to continue to grow as a result

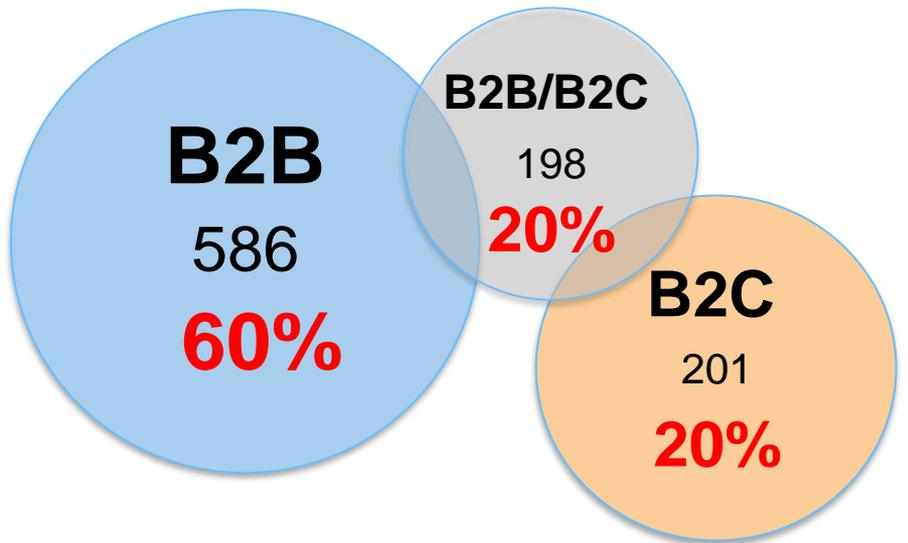
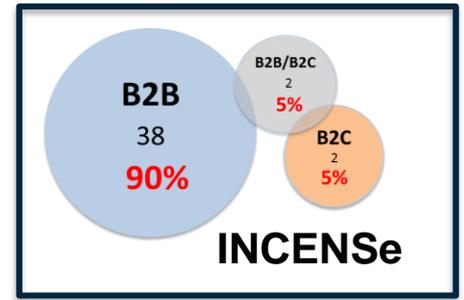
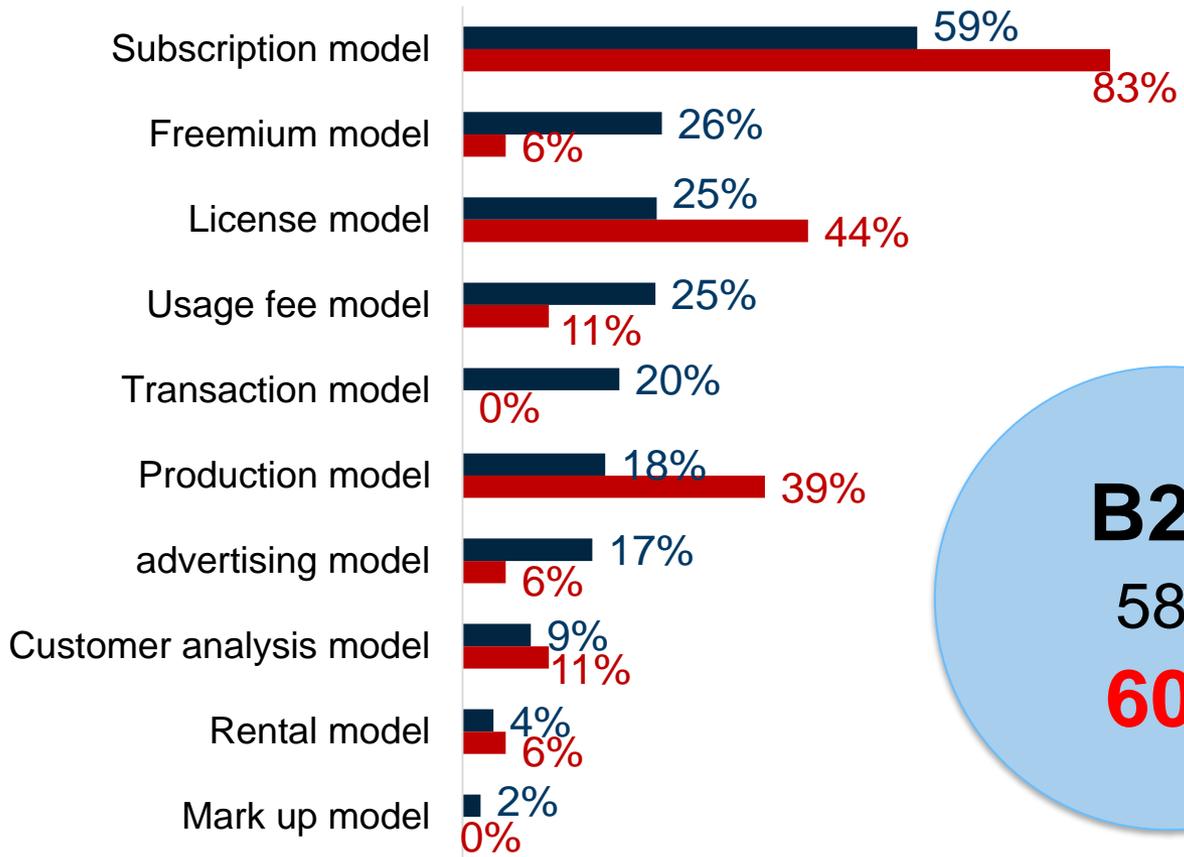
11% of tracked companies raised +350k€ funding

They are hiring: 1.1 employee/company

These companies are increasing their online footprint



# Mature Business Models & Approaches



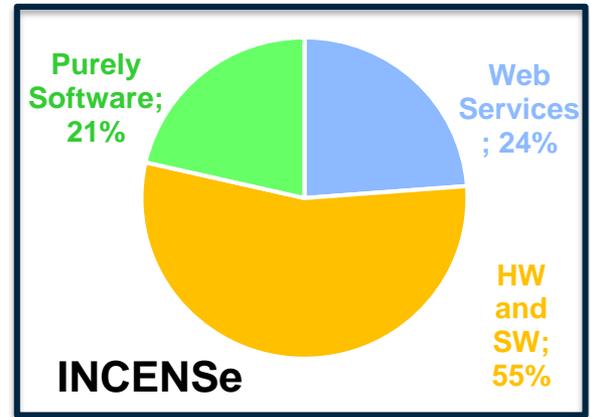
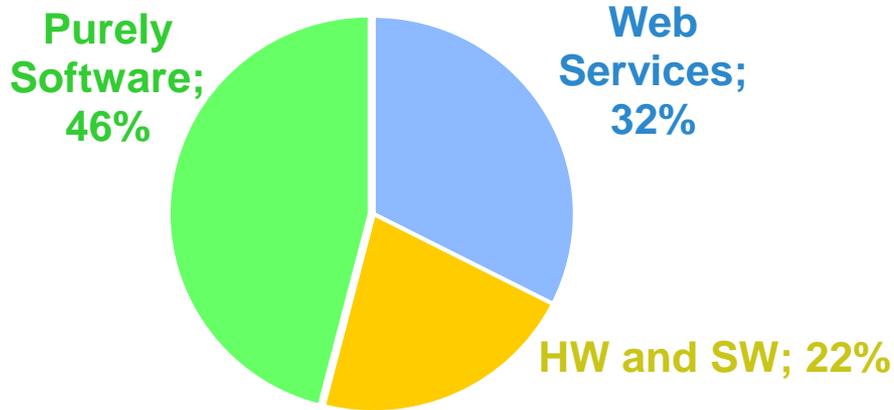
■ All respondents to FI-IMPACT IA survey, April 6° 2016
 ■ INCENSE respondents to FI-IMPACT IA survey, April 6° 2016

n = 605 respondents, April 13° 2016

n = 985 selected proposals; base = 16 accelerator, April 13° 2016



# Innovative Tech Solutions based on FIWARE



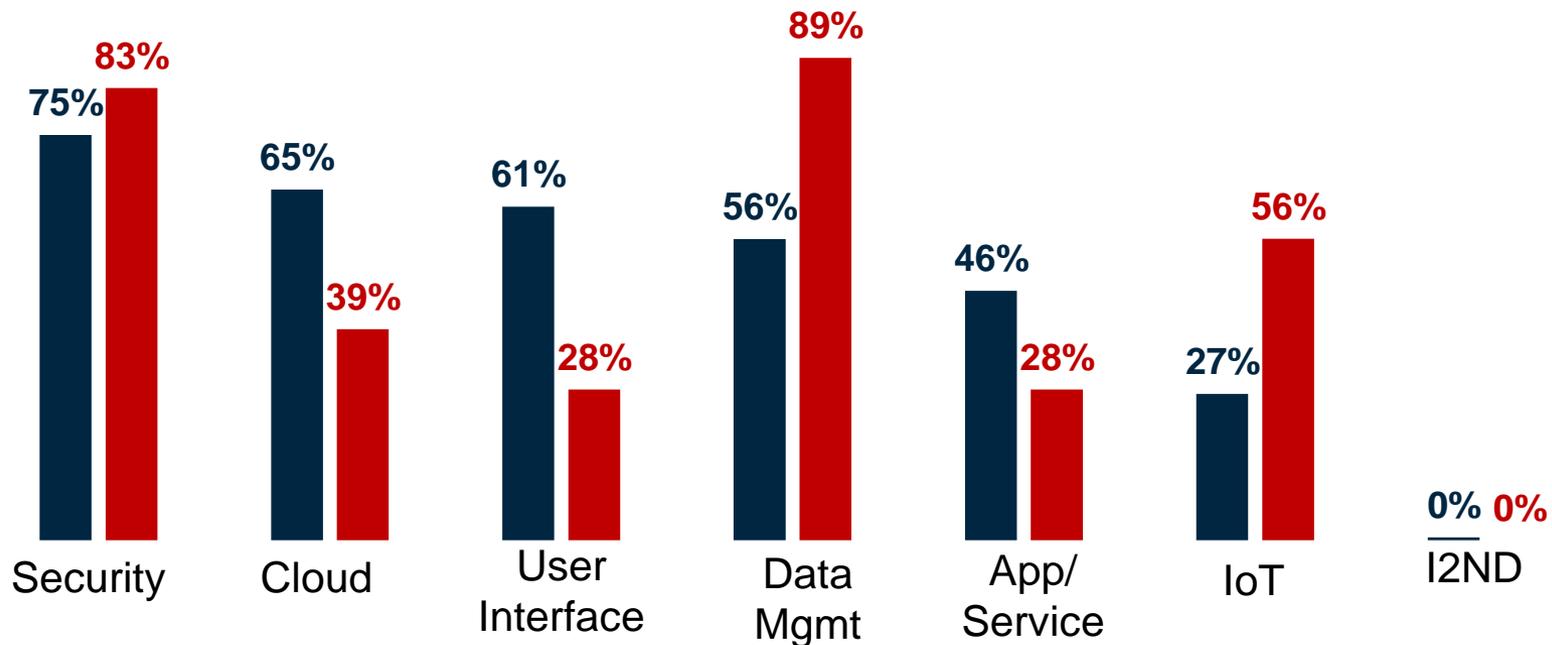
43% offer a mobile solution  
34% provide Big Data

78% embed IoT technology

41% offer a B2B services

n = 985 selected proposals; base = 16 accelerator, April 13<sup>o</sup> 2016

# FIWARE addressing Core Technology Needs



■ All respondents to FI-IMPACT IA survey, April 6° 2016    ■ INCENSE respondents to FI-IMPACT IA survey, April 6° 2016

n = 605 respondents, April 13° 2016

# Key Reflections

Accelerators are 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



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