Self Assessment Tool User Guide

30 June 2015

Executive Summary

The objective of FI-IMPACT is to facilitate measurement and forecast of potential take-up and socio-economic impact of Phase 3 of the Future Internet PPP (FI-PPP). This involves collecting empirical data from Phase III Accelerator Projects and their sub-grantees co-funded under the FI -PPP.

In the context of the FI-IMPACT Impact Assessment Methodology, Key Performance Indicators (KPIs) and an assessment framework has been developed to support 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 has developed two Impact Assessment tools which are targeted at different stakeholders within the FIWARE ecosystem. These tools have three main objectives:

a) To provide a mechanism to support FIWARE FI-PPP Phase 3 funded projects, as well as SMEs and web entrepreneurs not directly funded to date under FIWARE, to actively think about the Innovation Focus, Market Focus, Feasibility, Market Needs and Social Impact related to their intiative as it develops.

b) To 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

c) To provide respondents with an Impact Assessment Report which provides feedback on each of the KPIs as well as benchmarking themselves against the average performance of the wider FIWARE PI-PPP Phase 3 ecosystem. This will give Stakeholders quantitative insight allowing them to take corrective initiative where required.

This report outlines the User Guide for the FI-IMPACT Self Assessment Tool.

Disclaimer

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1. Introduction

1.1. Context

FI-IMPACT[1] is a Support Action focused on Impact Assessment of Phase 3 of the Future Internet PPP (FI-PPP)[2].

The objective is to facilitate measurement and forecast of potential take-up and socio-economic impact of FI-PPP Phase 3. This involves collecting empirical data from Phase 3 Accelerator Projects and their sub-grantees co-funded under the FI -PPP.

As part of the implementation of the Impact Assessment Methodology, FI-IMPACT prepared an Impact Assessment Guidebook[3] to support FIWARE and FI-PPP Stakeholders to better understand the relationship between FI-PPP actions and wider ICT market trends and market potential in Europe. This methodological framework is based on three main components: a market model, a socio-economic impact model and development of Key Performance Indicators (KPIs).

FI-IMPACT has undertaken an analysis and initial mapping based on results from the First Call undertaken by 13 of the 16 FI-PPP Phase 3 Accelerators as at 31 March 2015. The initial aggregated results are very positive demonstrating a good response from both web entrepreneurs and early stage SMEs across Europe. Sub-grantees are developing innovative applications and services leveraging FIWARE based on the specific focus on each individual Accelerator Call. This report[4] provides an overview of the foundation provided by FI-PPP Phase I and Phase II projects and focuses primarily on the initial outputs from Phase 3 Accelerators, analysing 538 projects selected for funding by 13 of the 16 Accelerators.

The report also provides a refined and detailed methodological framework, including the description and the calculation methods of the Key Performance Indicators (KPIs) that will be used to measure and assess the performance of the projects funded by the Accelerators. A further mapping exercise will be undertaken in relation to Call 2 submissions.

Both of these deliverables informed the KPIs and analysis framework implemented in the FI-IMPACT Assessment tools.

1.2. Objectives

The FI-IMPACT 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. Respondents have access to an Impact Assessment Report which provides feedback on each of the KPIs as well as facilitating benchmarking against the average performance of the wider FIWARE PI-PPP Phase 3 ecosystem.

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[1] www.FI-IMPACT.eu

[2] www.fi-ppp.eu

[3] www.fi-impact.eu/media/FI-IMPACT_D2.1_ImpactAssessmentGuidebook_v1.pdf

[4] www.fi-impact.eu/media/FI-IMPACT_D2.2_Mapping_InitialKPIMeasurement_v1.pdf

More information in relation to the KPIs and the assessment framework is available in D2.2 Mapping and Initial KPI Measurement.

1.3. Overview of FI-IMPACT Impact Assessment Tools

FI-IMPACT has developed two impact assessment tools designed to support FIWARE stakeholders in assessing their likely socio-economic impact:

a) *Self Assessment Tool*: This tool is designed to assist promoters of both running projects and intiatives under preparation to assess their potential socio-economic impact. The tool takes the respondent through Innovation Focus, Market Focus, Feasibility, Market Needs and Social Impact.

This tool is publically available to any user who visits the FI-Impact.eu website and sets up a user account. Once an account is set up, the respondent will create an initiative record, answer the questions in tthe Self Assessment tool and finally access an Impact Assessment Report. This report povidess feedback on each of the content areas and allows respondents to benchmark themselves against the average performance of the wider FIWARE PI-PPP Phase 3 ecosystem. The respondent has access to the data submitted and the Impact Assessment Report via their "My Page" on the FI-IMPACT website. Respondents are welcome to undertake the self assessment several times at different stages of their intiative implementation or to undertake self assessment for different intiatives.

b) *Impact Assessment Tool*: This tool was designed and implemented primarily to support data collection from sub-grantees funded by FIWARE Accelerators under Phase 3 of FI-PPP. As this is a closed community, based on data provided by FIWARE Accelerators, FI-IMPACT sets up project records associated with each funded sub-grantee and provides a unique URL for each intiative to associate the intiative details with a user account. The nominated person for each sub-grantee will set up an account on the FI-IMPACT website, associate the FIWARE FI-PPP funded project with their account and complete the Impact Assessment Questionnaire.

The sub-grantees funded under Call 1 of FI-PPP Phase 3 were invited to complete the Impact Assessment questionnaire during June and July 2015. The outputs of all completed Impact Assessment questionnaire will be analysed and presented in aggregated form 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. The analysis of the aggregated data will be shared in a variety of ways including public deliverables. The sub-grantees funded under Call 2 and 3 of FI-PPP Phase 3 were or will be invited to complete the Impact Assessment questionnaire later in 2015 so that they can also contribute to the final Impact Assessment of the FI-PPP Phase 3.

Each FIWARE FI-PPP Phase 3 sub-grantee and the Accelerator funding it enjoys online access to the data completed via the website on a permission basis (using username and password).

After the sub-grantees related to Call 1 have submitted their questionnaires, FI-IMPACT will then publish an Impact Assessment Report which facilitates sub-grantees to receive feedback on their own project and allow them to benchmark themselves against other funded FIWARE Accelerator FI-PPP Phase 3 projects based on aggregated data.

1.4. Conclusion

The FI-IMPACT Assessment tools were developed within the FI-IMPACT portal framework implemented based on the Django framework and using PostgreSQL Database extensions to ensure that all respondents can access the data submitted and Impact Assessment Report at any stage via their My Page. FIWARE Accelerators also have online access to the data submitted by the sub-grantees that they are funding and the Impact Assessment Reports on a permission log in basis to ensure that the results also feed into the Acceleration process.

While there are 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) are similar across both tools. This is necessary to ensure consistency and integrity of the data collected to support benchmarking of initiatives, 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.

2. Self Assessment User Guide

The FI-IMPACT Self Assessment tool is designed to assist promoters of both running projects and independent intiatives to assess their potential socio-economic impact. The tool takes the respondent through Innovation Focus, Market Focus, Feasibility, Market Needs and Social Impact.

The respondent will first set up a User Account, then set up a Project Record, complete the self assessment questionnaire and submit.

Following finalisation of the online questionnaire, respondents will have access to a report providing all data submitted as well as an Impact Assessment Report which provides feedback on each of the content areas and allow promoters to benchmark themselves against the average performance of the wider FIWARE PI-PPP Phase 3 ecosystem.

This chapter provides a user guide of the Self Assessment Tool supported by screenshots.

2.1. Set up User Account

The respondent will go the FI-IMPACT website (www.FI-IMPACT.eu) and click on User Registration

Step 1: To set up a User Account, please insert your email address

Figure 1: Initial User Registration

After submitting your email address, the system will send an email to your account with a link for the respondent to complete user registration. Since the automated email

includes an encrypted link, if it does not arrive in a short time period, please check your spam filter (Subject: FI-IMPACT.EU - Link to complete user registration

Step 2: Click on the link provided in the email and set up Username and Password.

Figure 2: Set up User Account

Step 3: Please select and input a Username and Password that you will remember.

Please input your details into the form.

Please note that when you input your organisational name the form will ask you to select either "New Organisation" (so that a new legal entity is established) or click on "Existing Organisation" (if another respondent has already setup a record for this legal entity). If the organisation has been registered previously, it will automatically be displayed under the field where your have started to key in the data.

After completing the form, please click "Create the account" at the bottom of the page.

After submitting the user details, the respondent is automatically logged in and redirected to your My Page.

2.2. Set up Project for Self Assessment

Figure 3: Set Up New Project for Assessment

Click on "SUBMIT NEW PROJECT FOR ASSESSMENT" link
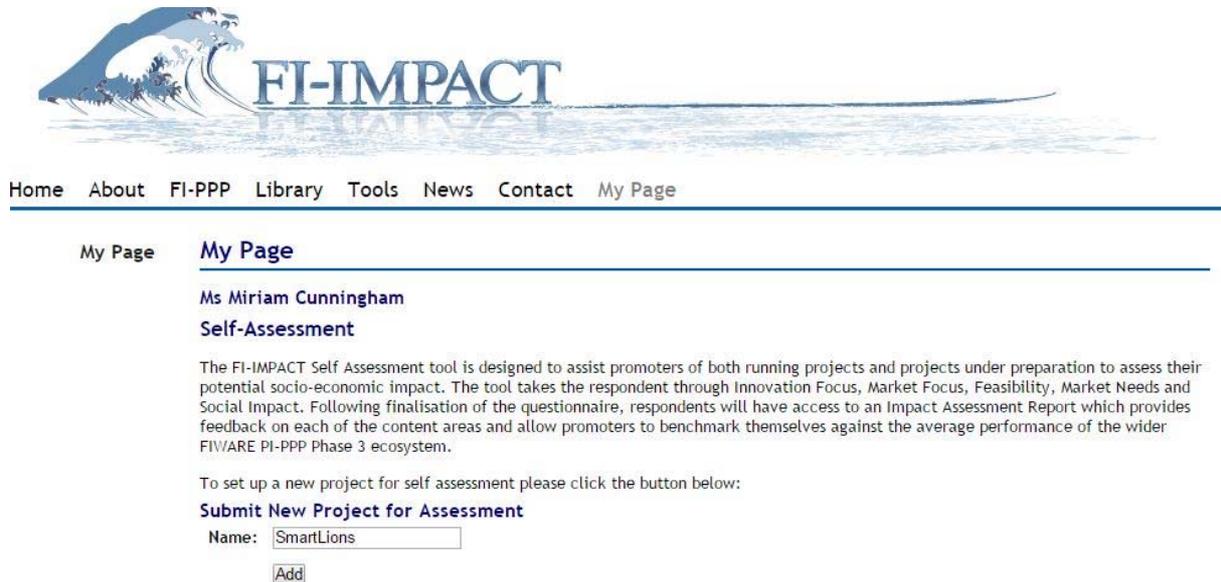
Figure 4: Add Project Name

Insert the Project Name and click "ADD"

The record will then appear on your My Page

Figure 5: My Page with Project Record for Self Assessment

2.3. Undertake Self Assessment

To commence the self assessment questionnaire, click on "FILL NEW ASSESSMENT FORM FOR THIS PROJECT"

You will then enter the self assessment tool, which is divided into five main sections: Organisational Profile and five Key Performance Indicators: Innovation Focus, Market Focus, Feasibility, Market Needs and Social Impact.

Organisational Profile

The **Organisational Profile** section collects basic data about the organisational type, number of team members involved in project implementation, numbers of years in operation, project type (running project or under preparation), solution type, use of FIWARE Enablers and allows you to submit a descriptive abstract summarising the project focus and end-user community benefits.

In the case of solution type, if the project is primarily related to technology provision, the form will then expand and you will be asked to clarify if the solution is primarily software or leverages both hardware and software.

If the project confirms use of FIWARE Enablers (which is expected of FI-PPP Phase 3 funded projects), the form will then expand and you will be requested to confirm what Generic Enablers and Specific Enablers are being used or planned to be used.

Figure 6: Organisational Profile of Self Assessment Tool

As you complete each form, the tab will change colour to illustrate progress – green indicates that all mandatory fields have been completed; yellow indicates that that section of the form is partly completed and grey indicates that this section has not been started yet. This allows you to track your progress, when clicking between sections and then completing requested information.

The next section is focused on Innovation Focus.

Innovation Focus

The Innovation indicator expresses the level of originality, maturity and sustainability of innovation to a product or service in an organization's go to market strategy. The single measures are used to create the innovation indicator but are also used in the calculation of Market Focus and Feasibility Indicators. Several conditions affect the innovation

Indicator. An innovative product or service can make a significant Impact in the market if you are ready to implement it, but can conceal substantial engineering, business planning, development, testing and marketing effort if the product or service is still in the planning phases. If the innovation is being developed and validated among colleagues and potential clients the innovation's real market potential is increased. Innovation is quite healthy in organizations if it is part of a strategy but can be quite resource consuming where stand-alone.

The **Innovation** section focuses on the Technology Readiness Level, Innovation type (Incremental or Disruptive Innovation), Level of competition in the market, Concept development (single person or group effort) and Business idea strategy (Standalone offering or part of existing strategy).

Figure 7: Innovation Focus of Self Assessment Tool

The next section is focused on Market Focus.

Market Focus

The Market Focus indicator reflects the quality and relevance of your knowledge of customer needs in your target market(s), the extent to which you have gathered knowledge about target customer groups, and if your initiative has an appropriate strategy and implementation plan. This indicator measures the level of your "customer development" activities: whether you have already approached customers to collect feedback on your product or service or co-design feature sets, and to what extent you have developed a customer acquisition strategy.

This section focuses on providing data related to the business model, revenue division across business model(s), primary market sector, secondary market sectors, market channel, timing of product entry into market, verification of value proposition, status of commercial strategy development, target market, level of competition and status of market strategy.

Organisational Profile | Innovation Focus | Market Focus | Feasibility | Market Needs | Social Impact

Market Focus

Select the Business Model that best reflects your idea: ⑦	☐ Production model ☐ Markup model ☑ Subscription model ☐ Usage fees model ☐ Rental model ☑ License model ☑ Advertising model ☐ Transactions/Intermediation model ☐ Freemium model ☑ Customer analysis model
How will your expected revenues be divided among the business models chosen above?	% subscriptions ▭ % licenses ▭ % advertising ▭ % customer analysis income ▭
In which primary market sector(s) do you plan to sell your product or service?	◯ Accommodation and Food Service Activities (Hotels, Restaurants, Cafès, 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.) ◯ Financial Services (Banks, Insurance, etc.) ◯ Government (Municipalities, Local and Central Institutions, etc.) ◯ Healthcare (Hospitals, Doctors, Practitioners and Physicians, etc.) ◯ Horizontal (Solutions Suitable for every Verticals) ◯ Manufacturing ◯ Mining and Quarrying ◯ Retail and Wholesale ◯ Telecom and Media (Telco Companies, Broadcasting, etc.) ◯ Transport and Logistics ◯ Utilities (Energy, Gas, Water Providers, etc.)
Why are you targeting or prioritising this market sector?	
If you are targeting any secondary market sectors, please select:	☐ Accommodation and Food Service Activities (Hotels, Restaurants, Cafès, 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.) ☐ Financial Services (Banks, Insurance, etc.) ☐ Government (Municipalities, Local and Central Institutions, etc.) ☐ Healthcare (Hospitals, Doctors, Practitioners and Physicians, etc.) ☐ Horizontal (Solutions Suitable for every Verticals) ☐ Manufacturing ☐ Mining and Quarrying ☐ Retail and Wholesale ☐ Telecom and Media (Telco Companies, Broadcasting, etc.) ☐ Transport and Logistics ☐ Utilities (Energy, Gas, Water Providers, etc.)

Through which Channel do you expect to sell your product/service?	☐ App-stores ☐ E-mail/Phone-call marketing ☐ Other external websites ☐ Personal website ☐ Public tenders notices ☐ Sales agents ☐ Shops
In the next three years where do you expect to sell your product/service?	☐ My City or Region ☐ My Country ☐ Global ☐ Other ☐ Multiple Countries
When will (did) your Product/Service enter the open market? ⓘ	▼
What is the level of competition in your target market?	○ No competition ○ Medium competition ○ High competition
Have you verified your value proposition with the target customers?	○ No, value proposition based on vision and internal discussion ○ Value proposition validated through surveys and market studies ○ Value proposition validated through interviews and meetings wit
What is the status of your commercial strategy to acquire customers?	○ Preparing sales materials and channels ○ Sales materials available and channels activated ○ First customers acquired through established channels
If this is a new market what is the status of your market strategy?	○ Defining a market strategy to create demand ○ Started promoting the vision ○ Early adopter customers acquired
If this is market with many competitors what is the status of your market strategy?	○ Defining the competitive position on the market ○ Company positioned and sales strategy defined ○ Executing sales strategy to gain market share

Submit

Figure 8: Market Focus of Self Assessment Tool

The next section is focused on Feasibility.

Feasibility

The Feasibility indicator assesses to what extent you have assessed the economic viability of your business, and if you have already provided for the necessary funds for the startup phase. This indicator assesses whether you are aware of the funding required to start and grow your business, and whether you have secured sources for these funds.

This section focuses on capital requirements, levels of funding secured to date, estimated sales growth over the next four years, awareness of customer acquisition costs and scale up plans for sales and marketing.

Figure 9: Feasibility Section of Self Assessment Tool

The next section is focused on Market Needs.

Market Needs

The Market Needs Indicator reflects the extent to which perceived user benefits associated with a product or service are aligned with real-market needs, based on a comparative analysis of IDC Vertical Market Survey results.

One set of indicators are outlined for business and government sectors (B2B and B2G) with a second set of indicators outlined for consumer markets (B2C), as the respective market needs are significantly different.

If the product / service is focused on a B2B or B2G market sector, you should complete the first section. You have six stars which should be allocated appropriately across the benefits listed, based on relative weights of the most important perceived benefits of your product and service.

If the product / service is focused on a B2C market sector, the respondent should complete the second section. You have six stars which should be allocated appropriately across the benefits listed, based on relative weights of the most important perceived benefits of your product and service.

Figure 10: Market Needs of Self Assessment Tool

The responses provided will be assessed against the top 5 needs for the primary market sector based on a comparative analysis of IDC Vertical Market Survey results to provide you with actionable feedback in relation to market priorities based on feedback from industry leaders.

The next section is focused on Social Impact.

Social Impact

The Social Impact Indicator reflects the extent to which the project has social impact in 11 key areas and contextualises this against the average social impact of all surveyed projects in these areas.

This section focuses on identifying the specific social benefits that your project will support and the contribution to quality of life for specific social groups. The respondent should indicate the contribution of the product /service to these indicators where 1 = no impact and 5 = Very high impact

Figure 11: Social Impact Section of Self Assessment Tool

2.4.   My Page

The respondent can monitor the status in relation to each section of the Self Assessment Tool at any stage via their My Page

If it was necessary to take a break when completing the questionnaire, when you wish to continue, you should LOG IN using your Username and Password. After LOG IN you will be redirected to your personal My Page and can view the data submitted to date.

To continue submitting data, please click on CONTINUE FORM SUBMISSION at the bottom of the project record

Figure 12: Status of Self Assessment Questionnaire via My Page

Figure 13: Finalise Self Assessment Questionnaire via My Page

When all the data fields are completed, you should then click FINALISE SUBMISSION on My Page at the bottom of the project record.

Figure 13: Access to data submitted via My Page

You have access to the data submitted via VIEW SUBMISSION link on their My Page.

Following submission of the data the Impact Assessment Report will be published as a link on your My Page to facilitate receiving feedback on the data submitted.

More information on the KPI calculations is available in D2.2 Mapping and Initial KPIs Measurement, which can be downloaded from the Deliverables section of the FI-IMPACT website (www.FI-IMPACT.eu).

2.5. Technical Support

If you require any technical support while completing the Self Assessment tool, please send an email outlining your query to secretariat@FI-IMPACT.eu

3. Self Assessment / Impact Assessment Report

After finalising the questionnaire, the data submitted is analysed and respondents have online access to the Self Assessment Report as a link on your My Page
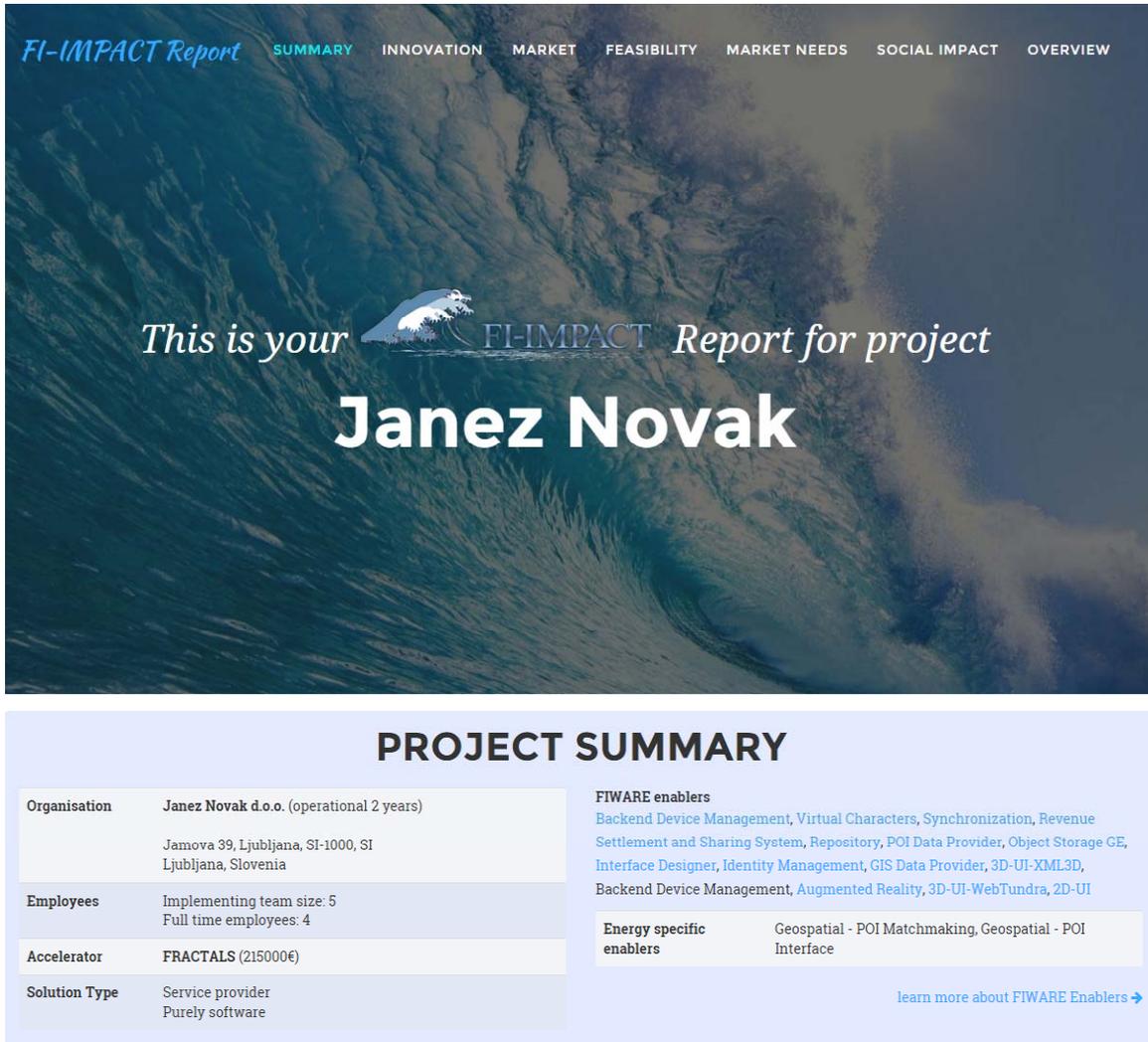
Figure 14: Self Assessment Report - Project Summary

The Innovation section focused on assessment of the level of originality, maturity and sustainability of innovation to a product or service in an organization's go to market strategy. The score is calculated and compared against the baseline data of all other finalised assessments.

The speedometer presents the score in Low/Medium/High ranges (red, yellow, green areas). The large pointer is represents the Assessment score, the small pointer in the speedometer range belt represents the average score of all assessments finalised to date. The dimmed "chunks" near the axis of the speedometer represent the distribution of all assessments with relevant level of score.

Figure 15: **Self** Assessment Report - Innovation

The Market Focus indicator reflects the quality and relevance of the knowledge of customer needs in the target market (s), the extent to which you have gathered knowledge about target customer groups, and if your initiative has an appropriate strategy and implementation plan.


Figure 16: Self Assessment Report - Market Focus

The Feasibility indicator assesses to what extent you have assessed the economic viability of your business, and if you have already provided for the necessary funds for the startup phase. This indicator assesses whether you are aware of the funding required to start and grow your business, and whether you have secured sources for these funds.

Market Needs reflects the the extent to which perceived user benefits associated with a product or service are aligned with real-market needs, based on an analysis of IDC Vertical Market Survey results. The score is calculated out of provided data in the range of 1 (low) to 10 (high). Aside to the score the user is given the list of the "Top 5" Market needs other projects in the same Target Market are addressing.
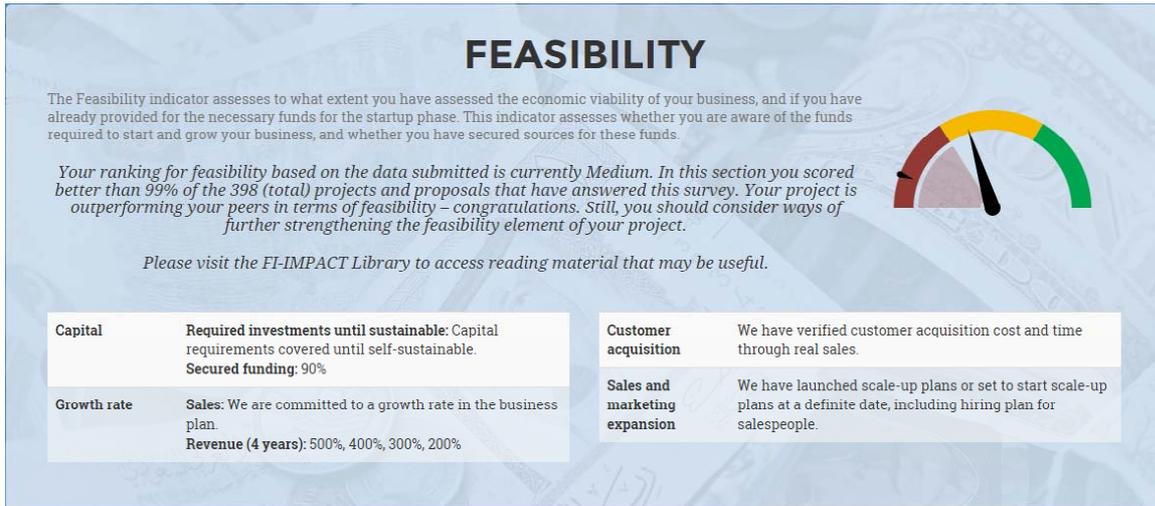
Figure 17: Self Assessment Report – Feasibility

Figure 18: Self Assessment Report - Market Needs
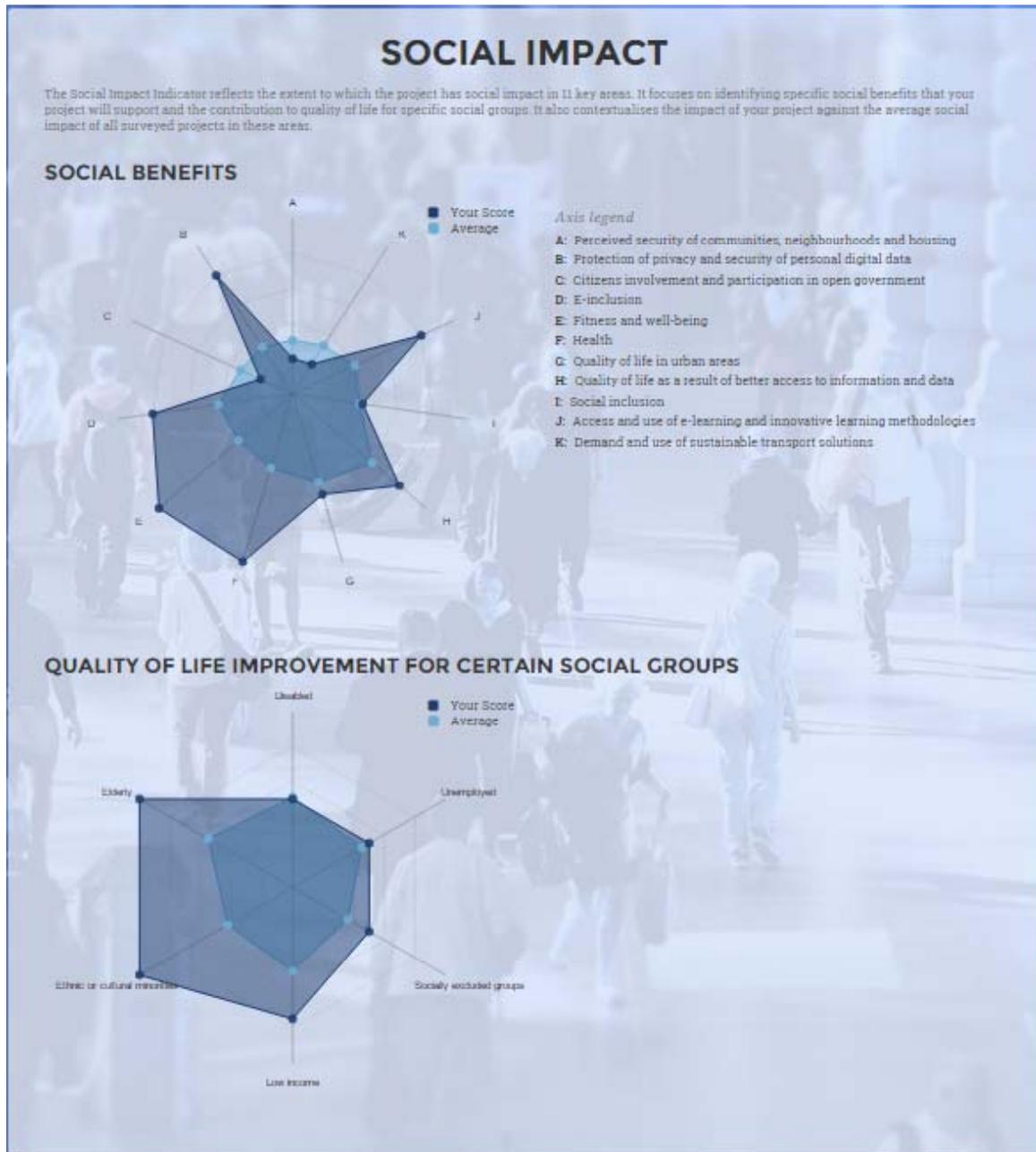
Figure 19: Self Assessment Report - Social Impact

Social Impact reflects the extent to which the assessed project has social impact in 11 key areas. It focuses on identifying specific social benefits that the project will support and the contribution to quality of life for specific social groups.

Results are represented in a so called "spider diagram" where the assessed project graph is dark in colour and the baseline graph a lighter colour.
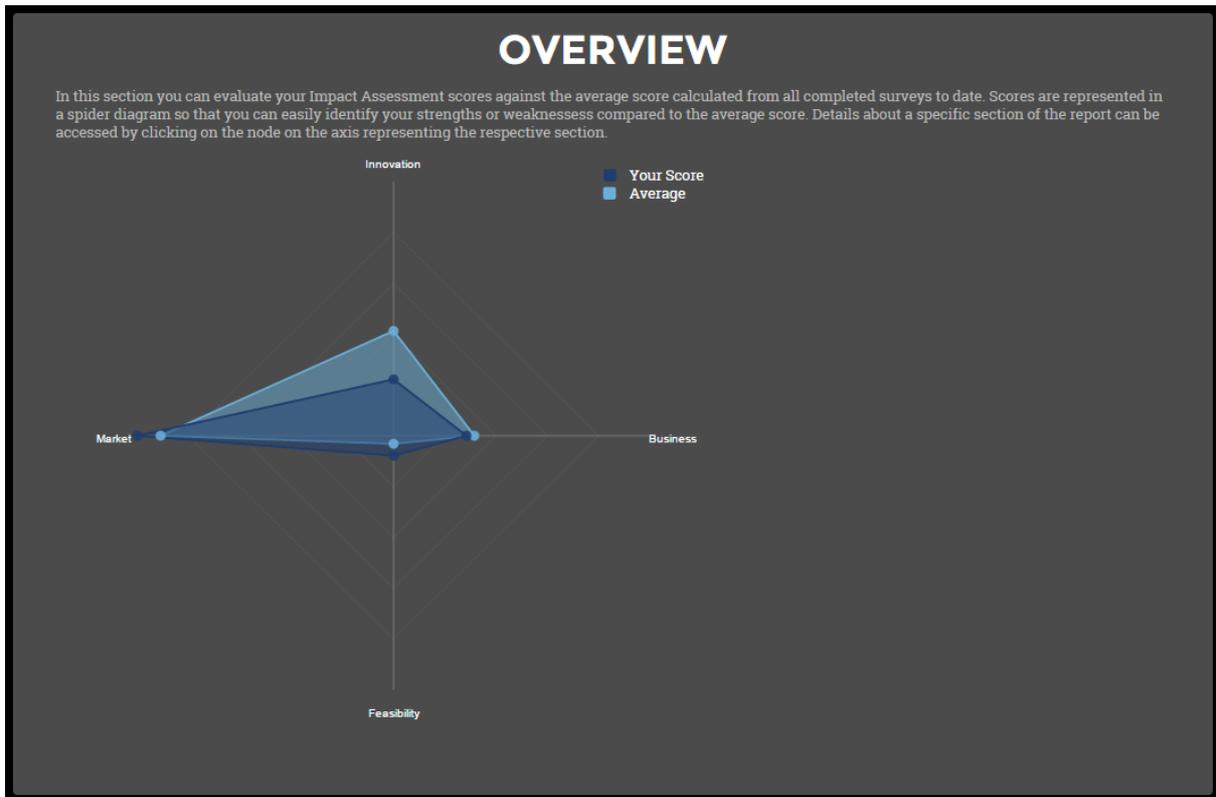
Figure 20: Self Assessment Report on - Overview

The overview page visualize the assessed project based on the Innovation, Business, Market and Feasibility indicators as a whole and compares it to the average projects assessed up to date. It is designed to help the user to identify strengths or weaknesses compared to the average score.

3.1. Technical Support

If you require any technical support while reviewing the Assessment Report, please send an email outlining your query to secretariat@FI-IMPACT.eu