

# FIWARE: what's going on

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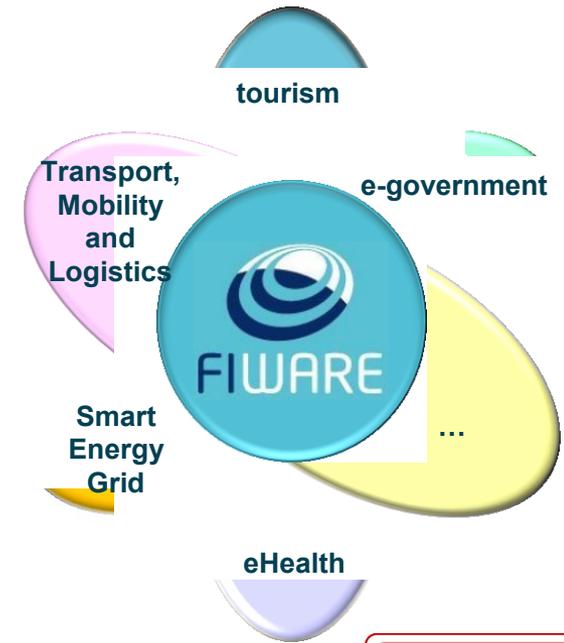
<http://www.fiware.org>

<http://lab.fiware.org>

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# The FIWARE Public-Private Partnership (PPP) initiative

- Goal: capture opportunities derived from the new wave of digitalization of life and businesses that is coming
- Strategy: Build a sustainable innovation ecosystem around open standards supporting development of smart applications in multiple sectors
- Pillars:
  -  **FIWARE** : a generic, open standard platform which serve the needs of developers in multiple domains
  -  **FIWARE Lab** : a meeting point where innovation happens and data providers plus entrepreneurs can be engaged
  -  **Accelerate** : a program that funds developers and entrepreneurs, and ignites roll-out of the ecosystem
  -  **FIWARE Mundus** : reach a global footprint, opening to regions that share the same vision and ambition
  -  **Hubs** : provide local support to the community



# FACTS

Building a successful ecosystem requires ...

Creating a **vibrant community of active contributors** who commit a sustainable investment over time

FIWARE Release 4  
OS Community in place !!

FIWARE development guidelines  
Bounty programme

FIWARE iHubs network  
FIWARE Marketplace

Announcements from industry adopters (CartoDB, ESRI, ...)  
Conversations with relevant players on adoption of FIWARE



BARCELONA 2-5 MAR 2015

Telefonica, Orange, Engineering and AtoS join forces to push common standards for Smart Cities based on FIWARE platform

# FACTS

**Building a successful ecosystem requires ...**

**engaging stakeholder (e.g, cities)**

**60+ cities from 12 countries joined the Open and Agile Smart Cities (OASC) initiative committing to adopt common principles:**

- Open APIs
- Standard Data Models
- Open Data/APIs publication platform
- Driven by implementation

**Definition of OASC maturity level  
Definition of technical guidelines  
Now execution time!**

**3rd wave of 100+ cities from 15+ countries planned for SCEWC in November 2015**

**CeBIT**

**31 cities from 7 different countries launch the Open and Agile Smart Cities (OASC) initiative**

## **FACTS**

**Building a successful ecosystem requires ...**

**Bringing incentives for entrepreneurs and developers**

**80 M€ in grants to startups/SMEs in the next 2 years (FIWARE Acceleration Programme)**

**20 M€ to support involvement of 16 accelerators across Europe**

**3100+ startups/SMEs applied to 1st Open Call of the FIWARE Acceleration programme**

**1300 startups/SMEs to be funded (~400 as result of 1st Open Call)**

**FIWARE Acceleration programme now expanding beyond Europe**



# FACTS

**Building a successful ecosystem requires ...**

**Creating a **meeting point** where demand connects to offering and innovation takes place**

**FIWARE Lab environment with 3000+ Cores, 16+ TB RAM, 750+ TB HD**

**2600+ open datasets from cities published and growing fast!**

**FIWARE Lab Open Call in place**

**1st node in LATAM deployed in Mexico. New nodes outside Europe coming soon**

A hand holding a globe with a colorful, textured surface. The globe is rendered in shades of blue, green, and orange, with a rough, painterly texture. The hand is positioned at the top, with fingers wrapped around the top of the globe. The background is a solid purple color.

## FACTS

**Building a successful ecosystem requires ...**

**Scale** and **go global** while being able to **act local**

**21+ Innovation iHubs in Europe devoted to provide local support**

**FIWARE mundus activities targeted to build links with US, Mexico, Brazil, Chile, Japan, Canada, Korea, BRIC countries Middle East, ...**

# FACTS

**Building a successful ecosystem requires ...**

**Raising awareness (which means an investment in **marketing**) and creating a **brand****

**MyFIWAREstory programme**

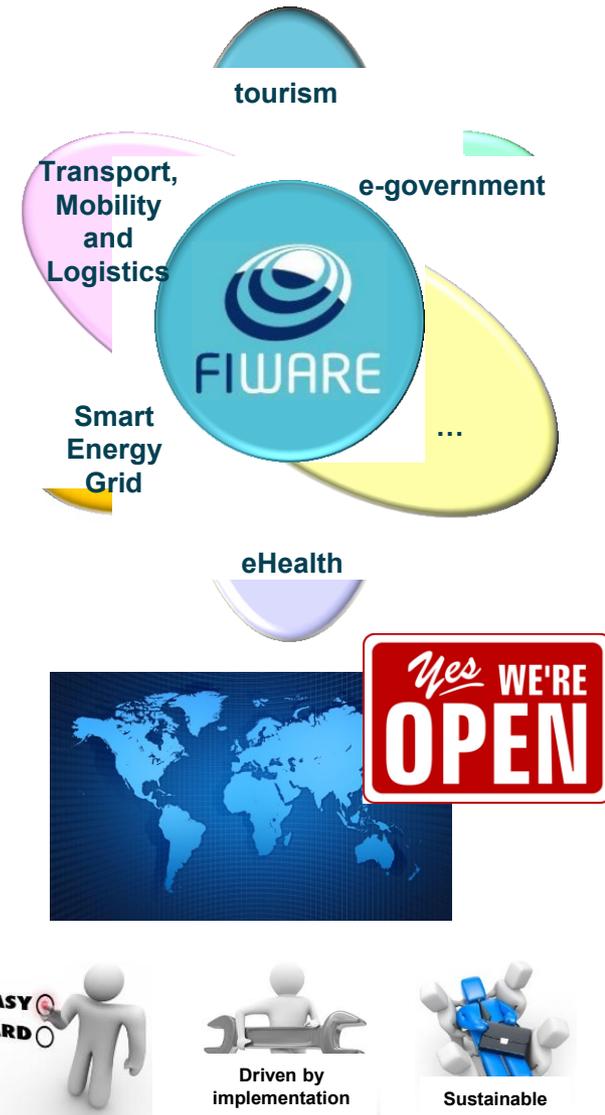
**Marketing strategy to be defined for vertical domains**

**Lead by reputed on-line marketing partner (Ogilvy)**



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# Thanks!

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