

# SOUL-FI

*Startups Optimizing Urban Life with Future Internet*



NOAA/ SCIENCE PHOTO LIB



YOU

# SOUL-FI

*Startups Optimizing Urban Life with Future Internet*

## Goal:

- Contribute to the acceleration of the development of internet Services & Products on top of General and Specific Enablers produced in FI-PPP phases 1 and 2

## How:

- Accelerating/ boosting web-entrepreneurs and SMEs to develop innovative and business sustainable borderless Services.

## Scope:

- Urban life (smart-cities and transports), supported on open platforms, real-time, open and crowd-sourced data



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*Our Calls & Particularities*

## **Round A - Ignition and Business Plan:**

- Innovation projects ramp-up;
- 10K project; expected at least 100 award projects;
- Evaluation periods: 11.2014 (M6), 02.2015 (M9), 05.2015 (M12)

## **Round B - Service/Application Development:**

- Evolving the idea expressed in Round A into pilot product;
- Up to 75% of 100k; expected 50 award proposals;
- Evaluation periods: 02.2015 (M9), 05.2015 (M12), 09.2015 (M16)

YOUR  
MARKET

# SOUL-FI

*Our “customers”*

## Profile:

- European ICT Web-entrepreneurs and Small and Medium sized Enterprise (SME's)

## Top Characteristics/ Requirements:

- Urban Life applications development, from locally to European space and beyond.
- Contribute to the eco-system by the use of crowd-sourced data *(not mandatory)*.
- Make use of opportunities from open data *(not mandatory)*.
- Ensure interoperability and sustainability in terms of FI-WARE General and Specific Enablers.
- Other highlights in the line of the FI-PPP vision that the consortium intends to include in the call.

## **Value Proposal:**

- Matchmaking with other sector companies, ICT, urban life, IPR, H2020,... experts, decision makers/ stakeholders; investors; liaison with other FI-PPP; link with national mentoring programs; information on business competitions;
- Crowdfunding;
- Fundraising;
- Pilot cities for application testing
- To each award project will be assigned a TUTOR from the consortium, while given access to a specialized mentoring network

**YOUR  
MARKETING**

# SOUL-FI

*Our Communication*

## Foreseen activities:

Awareness/  
information campaigns

Web communication

Dissemination events

## Amplifier Mechanisms:

FI-WARE Training  
Camps

Pilot Cities promotion/  
involvement

FI-PPP ambassadors  
(Phase I/ II)

## Dissemination Activities:

Partners institutional  
Channels

National Stakeholders  
for SMEs support

European & National  
business networks

European & National  
clusters

Municipalities

Media

*Design of  
Dissemination  
Packs: M1-M3*

YOUR PEOPLE

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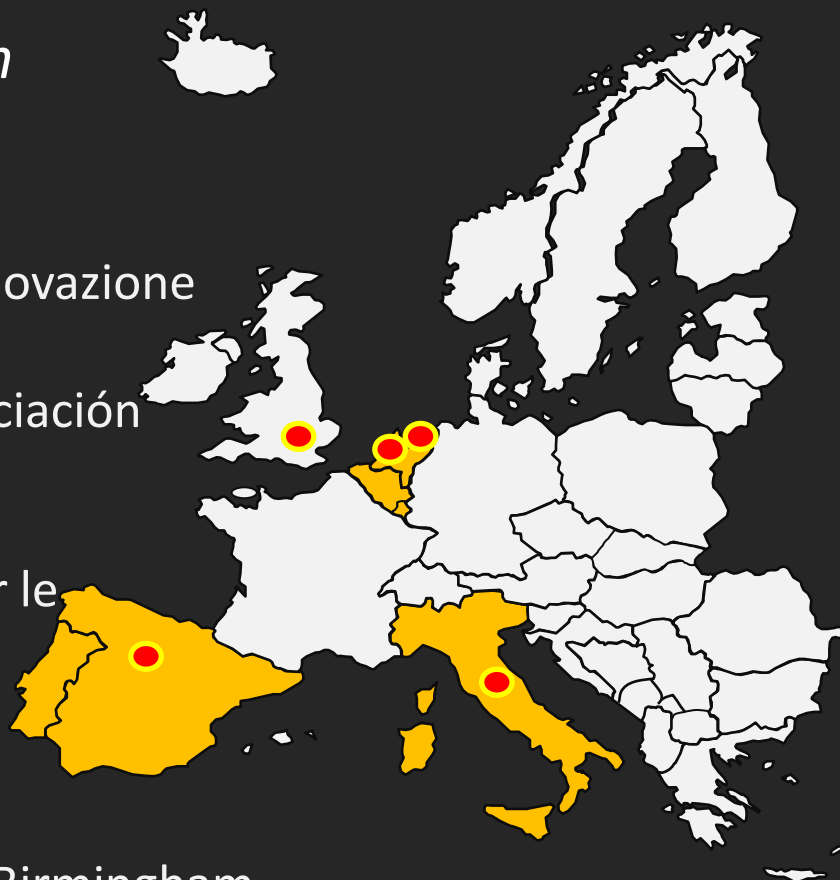
*Consortium/ Ecosystem*

## Consortium:

- IPN (PT) – Instituto Pedro Nunes
- FRI (IT) – Fondazione per la Ricerca e l'Innovazione
- MMI (BE) - MyMicroInvest S.A.
- ADE (ES) – Agencia de Innovación y Financiación Empresarial de Castilla y León
- TUD (NL) – Technische Universiteit Delft
- TII (LUX) – TII Association Europeene pour le Transfert des Technologies Asbl

## Pilot cities:

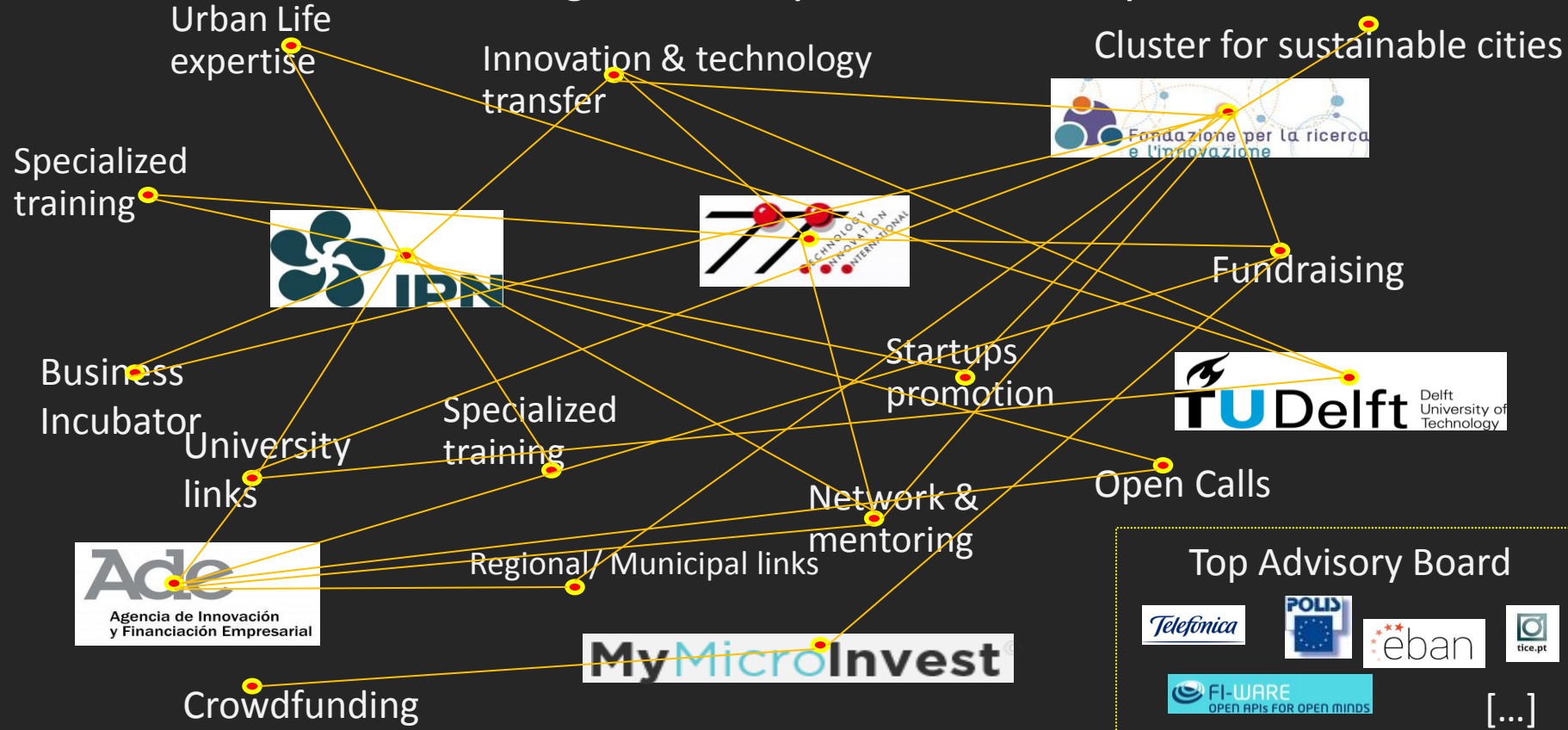
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|--------------|-------------|--------------|
| ● Valladolid | ● Florence  |              |
| ● Rotterdam  | ● Amsterdam | ● Birmingham |



YOUR PEOPLE

# SOUL-FI

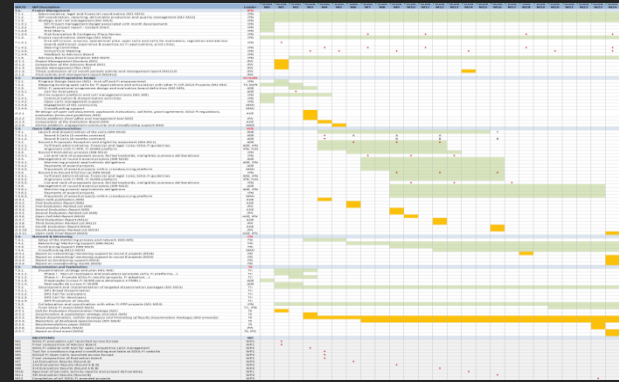
*Our Strengths/ Competences/ Complementarities*





### **Immediate activities:**

- Project detail planning and structure
- A16 agreement on Calls date/ structure/ documentation/ ... open common issues and strategies
- Kick-off and Steering Committee meetings
- Advisors board nomination and meeting
- Communication strategy agreement & implementation
- Create awareness and engagement of web entrepreneurs and SME's
- Dissemination & exploitation strategy and plan
- Call preparation & Composition of evaluators board
- Network for mentoring



**LAUNCH 1<sup>st</sup> (Round A) / 2<sup>nd</sup> (Round B) Calls in mid 09.2014**

## **Pilot Cities:**

- Coordinate A16 activities (promotion and product demo/testing) with pilot cities and rural areas

## **Europe accelerators:**

- Engagement with Europe Accelerators (ex.: Beta-i).

## THEIR JOURNEY

# SOUL-FI

*Making it happen*

Open Call for  
Evaluators

Evaluation  
Board

Open Call for  
Round A

≈ 100 Innovative  
Ideas

Open Call for  
Round B

≈ 50 Pilot  
Products

Mentoring

Venture Capital,  
Crowdfunding  
and H2020

Dissemination  
& Roll Out

- Make EU leader in FI tech
- Build ecosystem of innovation/ products around FI-PPP
- Create Services & applications in wide range of internet usage areas
- Leverage existing SME ecosystem
- Connect with ongoing regional initiatives
- Make the world smarter and accelerate sustainable innovation