



Leveraging the Future Internet for the Creative Industries

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FORUM VIRIUM  
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TRENTINOSVILUPPO  
DEVELOPMENT AGENCY AND BUSINESS INCUBATOR

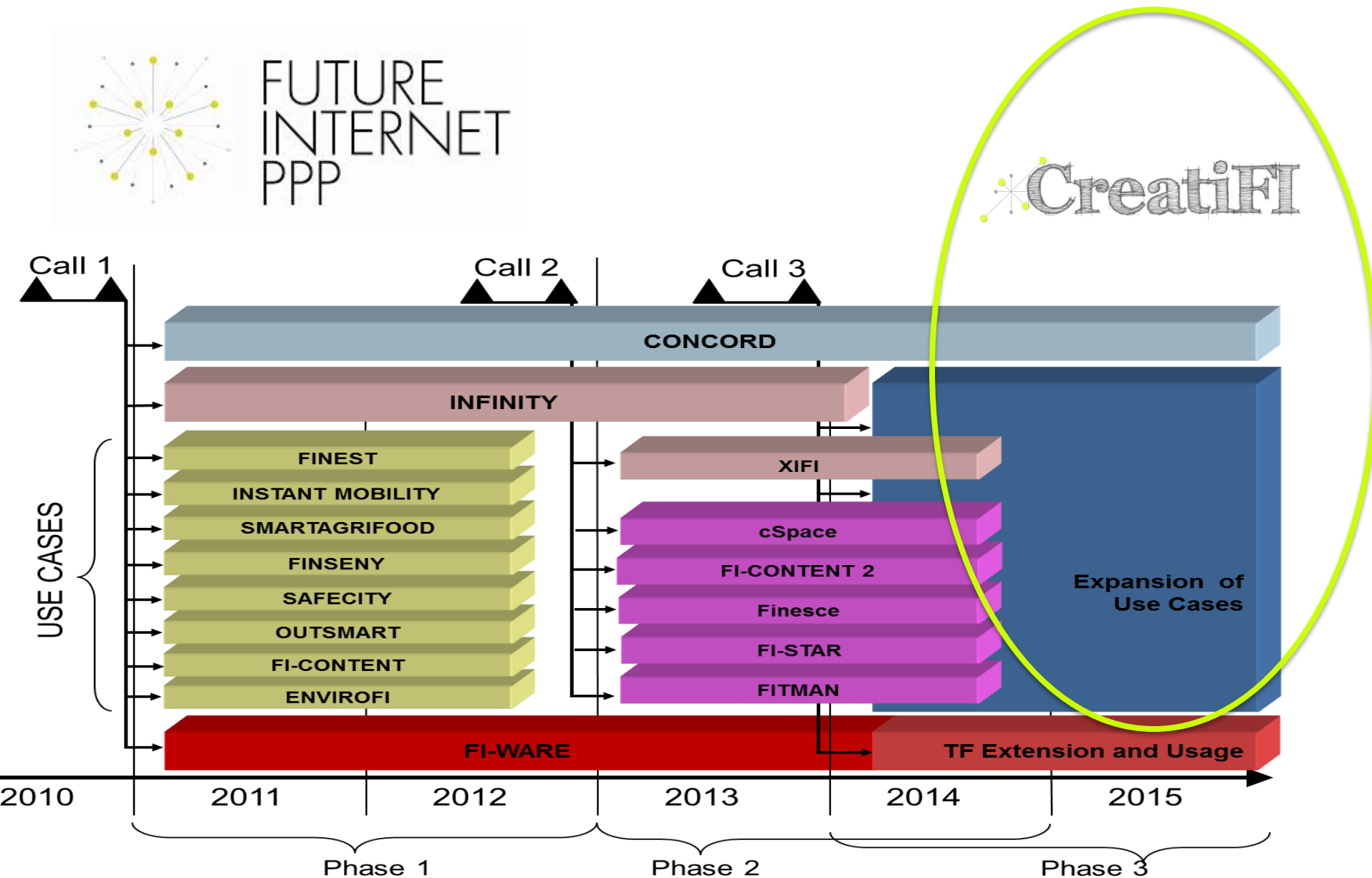


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# CreatiFI is a FI-PPP Accelerator



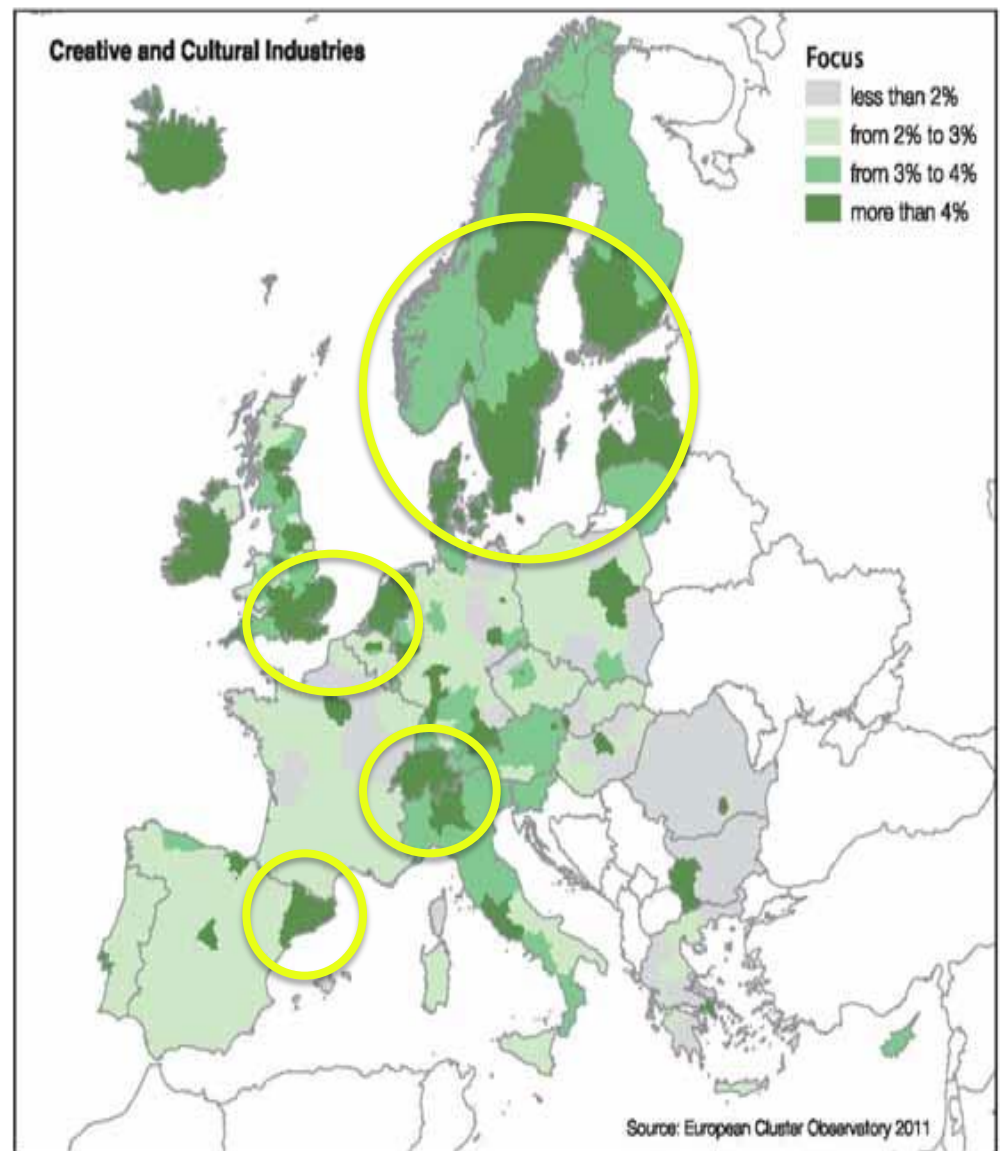
# CreatiFI- Key Objectives

- Introduce the FI-PPP technologies to very large **relevant communities of Creative Industries** and web entrepreneurs.
- **Attract a large number of developers** and Creative Industries to participate in developing tools and services
- **Develop a large amount of prototypes** for innovative, FI-PPP based tools for Creative Industries
- Develop a **technically mature, commercially viable FI-PPP based tools** for Creative Industries
- Enhance a **sustainable ecosystem** for ICT providers
- Provide evidence of **FI-PPP value to these communities**

❑ **Creative Industries** in Europe are strongly **concentrated** in cities and regional clusters

❑ CreatiFI captures European creative regions via **4 leading regional hubs**:

- The Nordics
- Lowlands-UK
- Northern Italy
- Catalonia





# CreatiFI will engage in a series of nine Hubs coordination actions

Matchmaking  
Events

Design  
Competitions

FI-PPP Knowledge  
Transfer and  
Technical Support

Solution Design  
Advice

Real life Living Lab  
validation

Incubation and  
Venturing Support

Business Clinics

Networking

Stakeholder  
engagement



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## Matchmaking Events

Prior to the organization of Open Call 1, each CreatiFI hub will organize matchmaking events that will target **developer communities** in the ICT industry and stakeholders from the broader **Creative Industries**.

The matchmaking events have the **primary objective of bringing together core competences and to foster novel ideas** to, eventually, **create disruptive innovations** that will create the next generation of game-changing companies in a world that is increasingly intertwining into daily life consumer products that require technological excellence, consumer-focused creativity, and business acumen.

## Design Competitions

Two design competitions will be organized in four CreatiFI Hubs to **distribute 4.8 million** EUR among participants.

### **Open call 1: Prototype design & development (M4)**

During 36-48 hours, participants will develop into a mock-up of a potential GE and/or SE-based service and/or technology.

Submissions will consist of: **mock-up design & a Prototype Plan**

**60 mock-ups** will be selected. **15 in each hub**

**Awards from 10k to 50K**

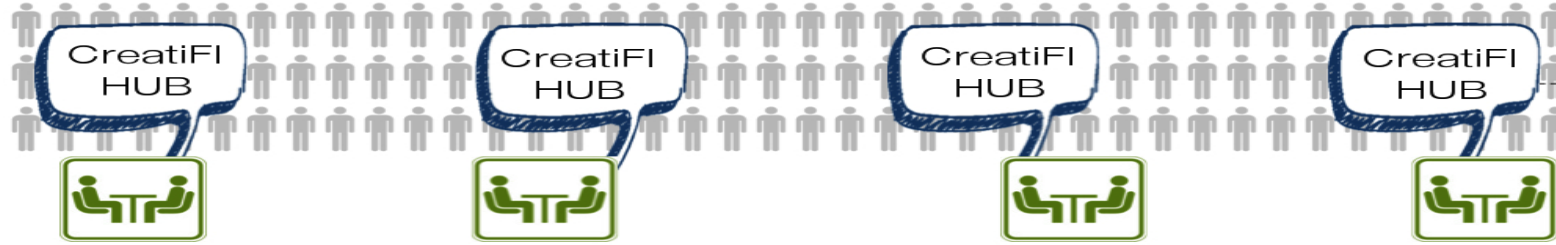
### **Open call 2: Commercial development & acceleration (M13)**

Submissions will consist of a description of the current state of technological development of **the prototype technology that will be commercially developed**, and a **Business and Project Plan**.

**+ 18 prototypes** to be selected. **At least 4 in each hub.**

**Awards from 20K to 100K**

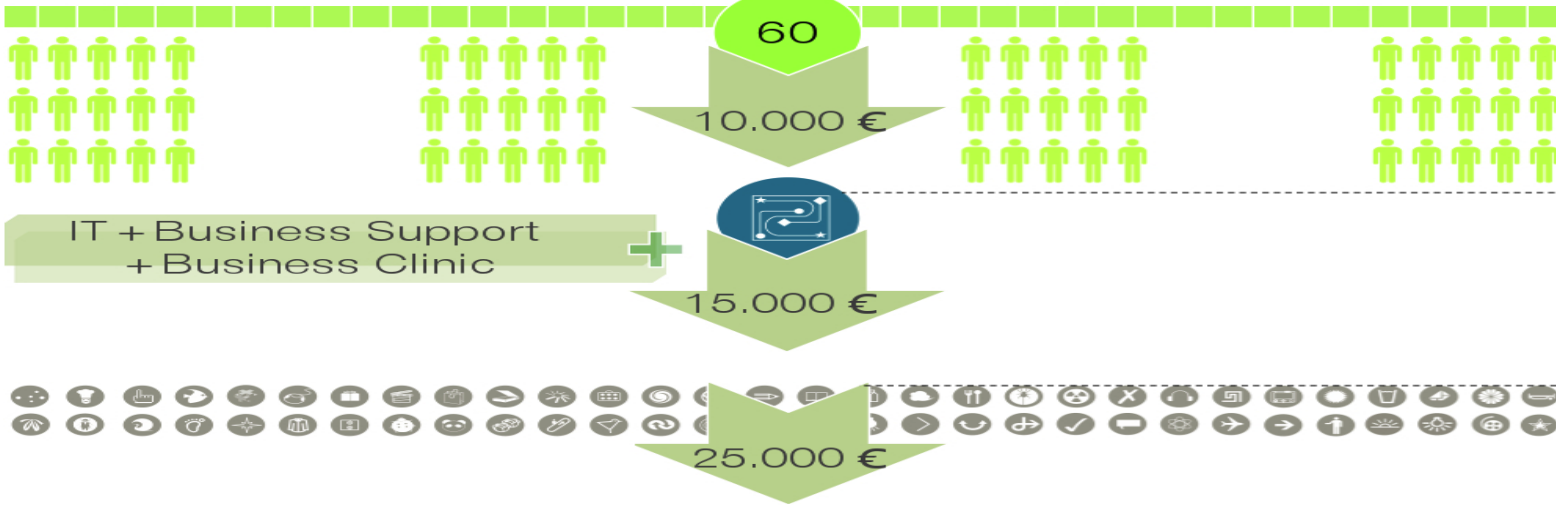




**Matchmaking Events**

CreatiFI stakeholders are invited to participate in matchmaking sessions organized by the CreatiFI hubs to meet and share ideas.

## Open Call 1: Prototype Design and Development



**Call 1: Proposal Submission**

Participants are called to submit a mock-up design and project plan, which will be evaluated by external reviewers. 15 teams within each hub will be selected to proceed with CreatiFI and rewarded with EUR 10.000.

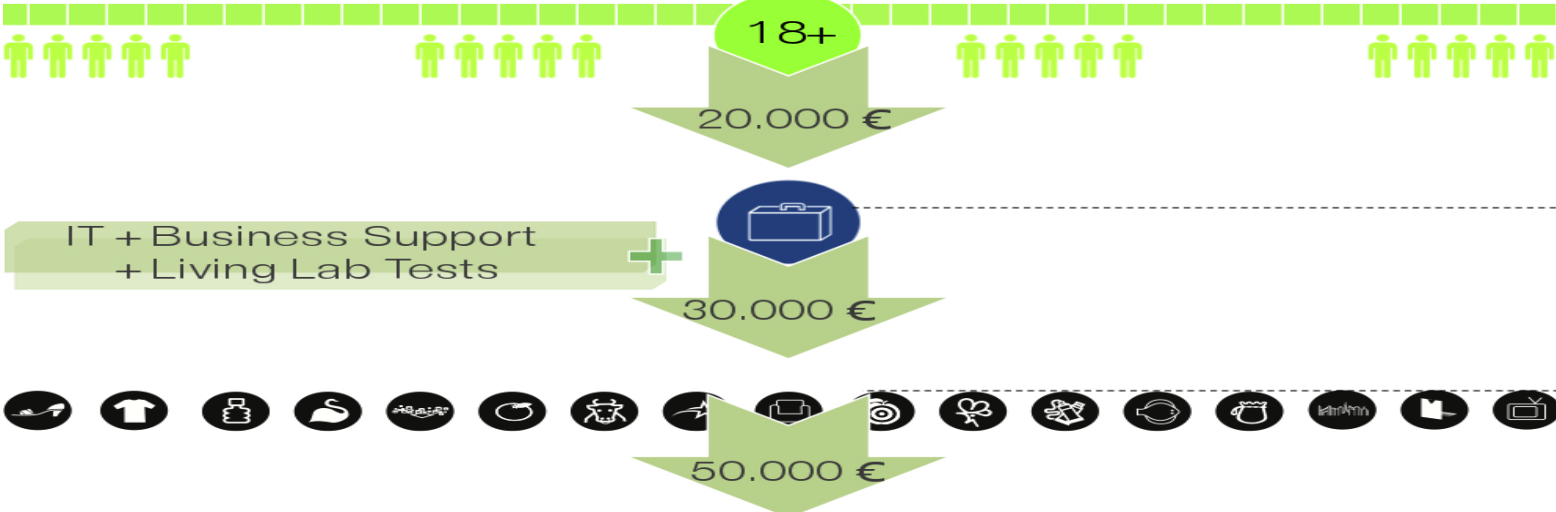
**Half-Way Check-Up**

The 60 prototype teams are checked on progress against the milestones projected in the project plans. Each team who is passing the check-up will be rewarded EUR 15.000.

**End of Open Call 1**

Each prototype will be evaluated based on the standards set by CreatiFI. If the team succeeds they will be rewarded EUR 25.000.

## Open Call 2: Commercial Development and Acceleration



**Call 2: Proposal Submission**

Open call 1 and outside participants are called to submit the status of their current technological development and their project plan. At least 18 teams distributed throughout the hubs will be selected to proceed with EUR 20.000.

**Half-Way Check-Up**

The selected teams are checked on progress against the milestones. Each team who is passing the check-up will be rewarded EUR 30.000.

**End of Open Call 2**

If the teams succeed in the end-evaluation they will be rewarded another EUR 50.000.

Technical expertise will be available in all four CreatiFI hubs, and will be coordinated by consortium partners with deep involvement in FI-PPP.

- **FI-PPP liaison technical office** will be the centralised submission of support requests and will provide necessary information on FI-PPP components and infrastructures
- High level Technical presentations and **online technical workshops** (webinars) organized in each CreatiFI hub to provide an overview of the available capabilities offered by FI-PPP technologies.
- Coordinating and supporting access to **focused training on specific enabling technologies** offered by GEs and SEs providers, i.e. webinars to be taken in each CreatiFI hub.

## Solution Design Advice

Provide **access to technical validation and analysis on architectural** ideas expressed by developers for creating prototypes and applications. This advisory will be **offered in form of a package** to which each participant can have access on request, during the different phases of execution.

CreatiFI SMEs and WE will get an advice on:

- 1) the possible selections and **possible usage of GEs and SEs** for the technical solution realisation, including suggestions on possible available tools and resources
- 2) the **usage of the experimental infrastructure** (access and management of the required resources, deployment options, monitoring of the deployed services and infrastructure, etc.)
- 3) possible ways (APIs, architectural patterns identification, etc.) for **integrating 3<sup>rd</sup> party components**
- 4) matching of **technical requirements requested** by the open call with the proposed/conceived solutions.

## Real life Living Lab validation

CreatiFI hubs will offer to **top ranked phase 2 proposals** a **real life test environment** in which they can validate their prototypes and work towards the final application development.

An **individual deployment plan** will be made based on the specifics of the application. Taking into account the use case, necessary eco-system and (contextual) conditions will be defined and put into place.

Each Living Lab pilot will validate in **a real life setting**, a small subset of the target audience will be able to experiment with the prototype version to **validate to overall user experience and acceptance**. Technical and technological elements as well as the business will be assessed.

Living Lab validation will enable the SMEs to have a more grounded, bottom-up based steering and validation of their service and by so **overcome system failure** within the **innovation process**.

## Incubation and Venturing Support

CreatiFI will **coordinate the design of a hands-on** highly customised **incubation and venturing support package** for selected SMEs to be delivered by each CreatiFI hub. In particular, incubation and venturing support will consist of:

- **Online entrepreneurial support** services to SMEs to help build their plans for future FI-PPP use
- **Thematic training** (seminars and workshops) dedicated to groups of SMEs, designers and web entrepreneurs.
- **Personalised coaching services** to deepen the topics presented during the training session
- **IPR's advisory services** SME's will be invited to participate to an IPR seminar in which legal experts will explain terms and conditions of GE and SE usage

CreatiFI will offer a business model diagnosis to participating projects, focusing on **key strategic business issues** such as value proposition and markets segmentation; stakeholders analysis and strategic partnerships; goals, growth and key team capabilities; pricing, pricing structure and monetization.

CreatiFI will provide **a business model diagnosis** in which good and not-good business performances are identified, discussed and agreed with each SME. It will also provide a list of recommendations to improve and define a more efficient business model.

Depending on the maturity and context of each prototype, CreatiFI team will **address specific parts of the business model strategy**.



## Networking

CreatiFI will **establish a platform for networking** to allow SMEs to build alliances for the exploitation of results and create links to Future Internet Ecosystem.

- Networking with **other participating SMEs in the FI-PPP programme** to find synergies towards future developments or collaboration,
- Networking **opportunities with City/Regional Innovation Ecosystems** and Creative Ring Hubs and Labs
- Networking activities with **non-European Ecosystems** for international expansion and collaboration
- Selected SME's will also be invited to join the **ACE Open Innovation Platform**, invitation-only collaboration space connecting Europe's top ICT companies with mentors, investors and each other to support their growth.

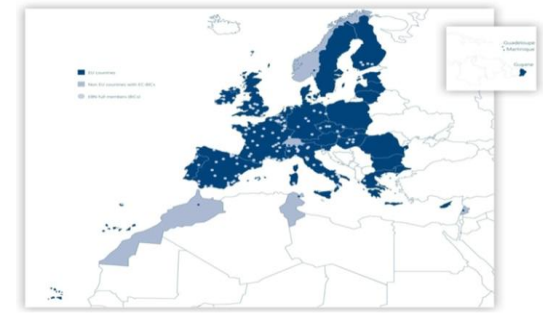
# Overview of CreatiFI network reach to build alliances



 CreatiFI

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## Stakeholder engagement

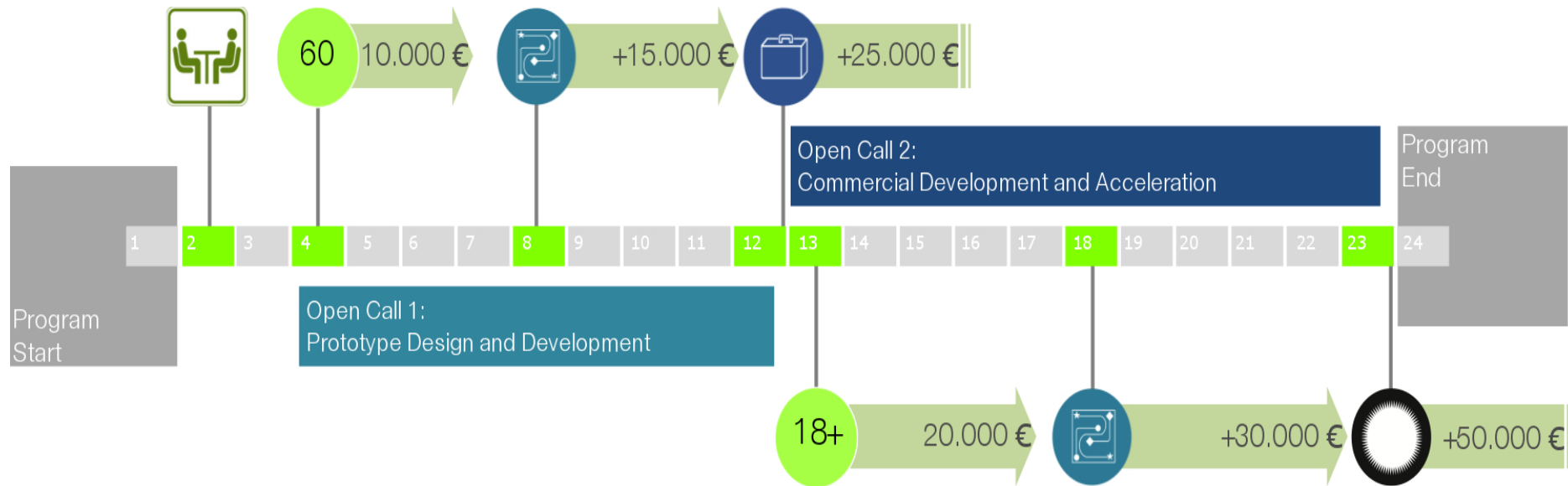


CreatiFI will disseminate project results and evidence. It will set up a liaison with the **Creative Ring\***. It will monitor activities within this high-potential exploitation network.

With regard to **Business Innovation Centres (BIC) network** engagement, specific 'nodes' within the BIC network will organise regional events targeting creative sectors presenting CreatiFI in conjunction with other regional actors. These events will **mobilise ICT regional ecosystems to identify suitable ICT companies** and encourage them to submit applications for funding

\* The **SPECIFI** project (a CIP Pilot B coordinated by iMinds and in which ENoLL, CREATE-NET and I2CAT play a central role) fosters the creation, delivery, promotion and participation of creativity and culture (media, arts, advertising, leisure and urban discovery services) using ICT. As part of their activities, SPECIFI partners are currently launching the **CREATIVE RING** as an **independent, long-term experimental community, platform and marketplace** for sharing creative and innovative content and activities all over Europe with the use of advanced Internet technologies and networks. It is based on an open collaboration between local artists and creative industries with universities, local authorities, and ICT companies in participating cities and regions  
<http://www.specifi.eu>

# Overview of CreatiFI open calls and program





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Thank you!