



D3.1 Assessment Approach Presentation

Version 1, December 2014

Executive Summary

This Deliverable presents the FI-Impact project, the ecosystem it supports and the assessment approach employed. It is a presentation intended to be accompanied by narrative. It was developed using Microsoft PowerPoint. To absolve formal, contractual obligations it is presented here as Deliverable D3.1 via this cover document in .pdf format. This .pdf document, and the annexes are only intended to provide a written testimony of the work done. The PowerPoint presentation is included in the original .ppt format and in .pdf format as Annexes I, and II to this document. Given the number of slides, the slide automation and color saturation this document might not be suitable for printing.

The presentation is to be used to describe the value of carrying out an Impact Assessment as well as processes that are involved. It has been presented to the Accelerator projects and the wider FI-PPP FIWARE Audiences. It conveys the value that this type of Assessment has for different stakeholders, the methodology used to carry out the assessment and the activities carried out to perform the analysis. This Deliverable is a presentation that is actually the amalgamation of a number of shorter or more specific presentations and documents that have been used with the Accelerator projects to ensure common understanding of the utility of the analysis and their roles in its execution. It is a PowerPoint presentation because the methodology used to ensure this collaboration can only be direct interaction with the single accelerators, in which we explain exactly what we intend to do and why. This interaction has occurred in meetings, conferences, teleconferences and direct one-on-one or small group meetings. Given that there are sixteen accelerators each requiring multiple interactions we have divided up the Accelerators and each FI-Impact partner has taken the responsibility for a subset of the Accelerators. It is however essential that this message, the methodology we propose, the results and value is exactly the same for all of the Accelerators so as not to create different expectations and levels of commitment. It is essential that the FI-Impact partners are all able to describe the FI-PPP idea, the FI-Impact value statement, the FI-Impact methodology and the tools we expect to employ to reach our objectives and support the community. This deliverable is thus a standard presentation containing all of these elements. Each of the FI-Impact partners can use this presentation to approach their selected accelerator projects and transmit the standard FI-Impact message.

The Presentation itself is divided into four macro sections including: The description of FI-PPP and FIWARE Program architecture, phases, FIWARE and our Call 3; the FI-Impact project itself and need for an Impact Assessment describing how we are carrying it out, the market for FIWARE, the self-assessment approach and the KPIs we are enlisting; A mapping of the Accelerators calls and plans, and; Finally, the actual questionnaires, agreements and templates we are using to interact with the projects.

Acknowledgements

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1. Introduction

This deliverable is the output of the first series of activities planned in task 3.1 of the FI-Impact Project. The overall objective of WP3 is to engage with the Phase Three initiatives, identifying those projects with potential technological, deployment and business practices that could lead to the highest potential impact of the FI-PPP program. It is currently establishing methodologies, engaging with stakeholders, which will lead to measuring those practices across all FI-PPP-2013-1.8 initiatives and comparing them across the Program. This will allow us examine the relevant market trends and key enablers and compare them other relevant projects to discuss differences in approach. We are identifying innovative market approaches as well as factors that may increase the chances of success and impact. The activities are planned in an iteratively approach engaging and analyzing the 16 SME Accelerator projects over several cycles to map their objectives to the impact framework. This presentation is the mechanism with which we engage with these accelerators.

1.1. Scope of the Deliverable

It is evident that to perform this task we need the complete collaboration of the Accelerator projects, their data and access to the initiatives that they are funding. This is not an easy task because the Accelerator projects are independent from FI-Impact. They have contracts, work plans and a series of contractually assigned activities, which at the outset did not include any mandate to collaborate with FI-IMPACT beyond an indication from the Commission itself to do so. To enroll their collaboration we needed to First, transmit the value of that this type of Assessment might have for them, and, Second to explain the details of exactly what we need from them to carry out the assessment. This Deliverable is a presentation that is actually the amalgamation of all of the presentations and documents that were used with the Accelerator projects to ensure those two objectives. It was expected to be a PowerPoint presentation because the methodology used to ensure this collaboration could only be ensured with direct interaction with the single accelerators in which we would explain exactly what we intend to do and why. This interaction has occurred in meetings, conferences, teleconferences and direct one-on-one or small group meetings. Given that there are sixteen accelerators each requiring multiple interactions we have divided up the Accelerators and each FI-Impact partner has taken the responsibility for a subset of the Accelerators. It is however essential that this message, the methodology we propose, the results and value is exactly the same for all of the Accelerators so as not to create different expectations and levels of commitment. It is essential that the FI-Impact partners are all able to describe the FI-PPP idea, the FI-Impact value statement, the FI-Impact methodology and the tools we expect to employ to reach our objectives and support the community. This deliverable is thus a standard presentation containing all of these elements. Each of the FI-Impact partners can thus approach a given accelerator transmitting the same message. The presentation is quite long and is not expected to be delivered in a single session. Different portions of the presentation have been used in different events and meetings. Globally it makes up the message that is expected to be transmitted to the Accelerators during the course of the interactions. The initial section of the presentation describes the FIWARE communities and earlier phases of the FI-PPP was presented in the preliminary Phase III meetings as a mechanism to ensure that Accelerators were aware

of the wider FI-PPP context, had an understanding of Phase Three initiatives, our various roles and the need to collaborate. The second section of this presentation describe the objectives of the FI-Impact project and is intended to transmit our “value statement” to the Accelerators so they understand what can be achieved and what kinds of benefits they can expect to achieve themselves. These slides were presented at early conferences and events where each initiative explained their rationale. The third section describes the particular methodology to carry out the Impact Assessment and the types of results it is expected to achieve. It is an overview of the material found in our methodological deliverable D2.1. It was used in one-to-one meetings with Accelerators and is a support to D2.1 itself. The third Section of the presentation is a mapping of the Accelerator projects, which resulted from these various meetings. It gives an overview of the Accelerators project plans, sectorial and technological focus, calls, timing and expected outcome. It is an example of the depth and breadth of the analytical work we are doing and intended to show that we are a solid source of information for these Accelerators and stakeholders in the program. The next section introduces the Self-Assessment tool that is being developed. It is not expected that we are able (logistically and in terms of resources) to measure and map all possible initiatives that might arise in the program. We have necessarily committed to the fact that we would cluster single initiatives and carry out a meso-level examination of the resulting market segments and business approaches that result. This Self-Assessment tool is thus a mechanism for us to publish the industry Standard benchmarks of the indicators and KPIs and let single initiatives from within and beyond the FI-PPP to enter data regarding their initiatives and to graphically assess how they compare to the averages and benchmarks across the program. Where they would like to get more information on the benchmarks, the processes and the initiatives scoring well in any given factor the tool is linked to learning materials on the FI-Impact FI-Library. These slides briefly introduce the tool, which will be presented in month 9 of our project. The final section of the presentation runs through the presentations we have made in different occasions and presents the tools, questionnaires and forms we have been using.

It is out of the scope of this deliverable to provide detailed account of the meetings and presentations and events. This can be found in our project management monitoring and progress reports.

1.2. Intended Audience

This document is essentially intended for three categories of users:

- I. FI-IMPACT Project partners
- II. FI-PPP Accelerator projects
- III. European Commission and Independent Experts

1.2.1. FI-Impact Partners

The central use of this document is to serve as a guide for the FI-Impact Partners for use within the consortium for the specific activities of the consortium. The quantity of effort to contact, interact and collect information from the Accelerators obliges the FI-Impact consortium to work in parallel. For the Outreach and Coordination manager to hold the numerous interactions required to describe the project, value statement, to collect and interact with the accelerators regarding the data would take actually hundreds of

telephone calls, meetings and event participations. For this reason we split-up the workload across the partners, giving each of them a specific set of Accelerators to deal with. To ensure that we had a consistent, quality controlled communication and that our message and processes were identical were created a single set of presentations (This deliverable) and data collection tools and methodologies (D2.1) that were to be employed. This presentation made up of several parts and presentations for different uses has been developed, shared and agreed upon by the partners as that tool.

1.2.1. FI-Impact Accelerator Projects

The central recipients of this document are the FI-PPP FIWARE Accelerator projects. The different members of the various Accelerator consortium have been made aware of portions of this presentation at various phases over the last nine months based on the particular need as described in the introduction. Initial presentations focused on the principal role of FI-Impact in relation to the Program while ensuing presentations focused the individual data collection needs and reporting the nature and timing of the Accelerators plans. Later presentations have been focused on the methodological slides and data collection aspects including expectations, requirements and timing. FI-PPP FIWARE Accelerator projects are not expected to use the presentation themselves as has been provided but may reuse the slides and the mapping information for their own dissemination and proposal control processes. This is a living presentation and the slide deck portions pertaining to mapping will be updated to include general program wide accelerator sub-call and statistical information. The Accelerators can use this information in their own reporting.

1.2.1. The European Commission and Independent Experts

The presentations have already been employed in various events including conferences and Accelerator specific meetings. The intention of this cover document and formal deliverable is of course to preset this work as a formal deliverable according to the EU contract and leave an auditable testimony of the “presentation” that was expected. It is therefore presented as a .pdf file Annex I (as per commission rules and required in Contract 632840) with this additional information and as the original attached .ppt, which is included as Annex II.

2. Approach and Methodology

This deliverable is a PowerPoint presentation intended to be supported by narrative and discussion. It is included both as an attached .pdf file (Annex I) and the original .ppt PowerPoint format. The images in the Annexes are hyperlinked to the original documents. Clicking the .ppt will open this document if the reader is using Microsoft Windows or MAC OS and has the Microsoft PowerPoint application installed. Other users can open the .pdf document as long as they have Adobe Reader as an installed application. These Documents given their size are downloadable from the FI-Impact Library at www.fi-Impact/library. A password might be required for non-program participants. It should be requested from Stefania Aguzzi at IDC ([saguzzi\(at\)idc.com](mailto:saguzzi(at)idc.com)). The URLs are included in case the reader is using a browsing device unable to manage the hyperlink.

Annex I - Presentation .pdf format

This can be downloaded from www.fi-Impact.eu/library

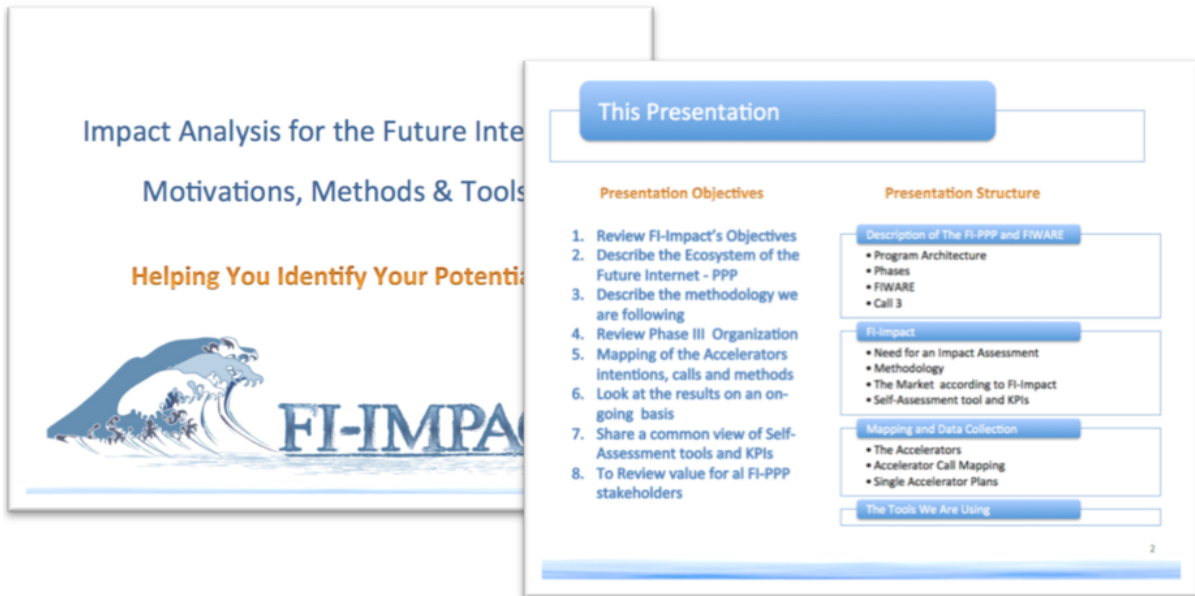


Figure 1 PDF version of Presentation

Annex II - Presentation .ppt format

This can be downloaded from www.fi-Impact.eu/library

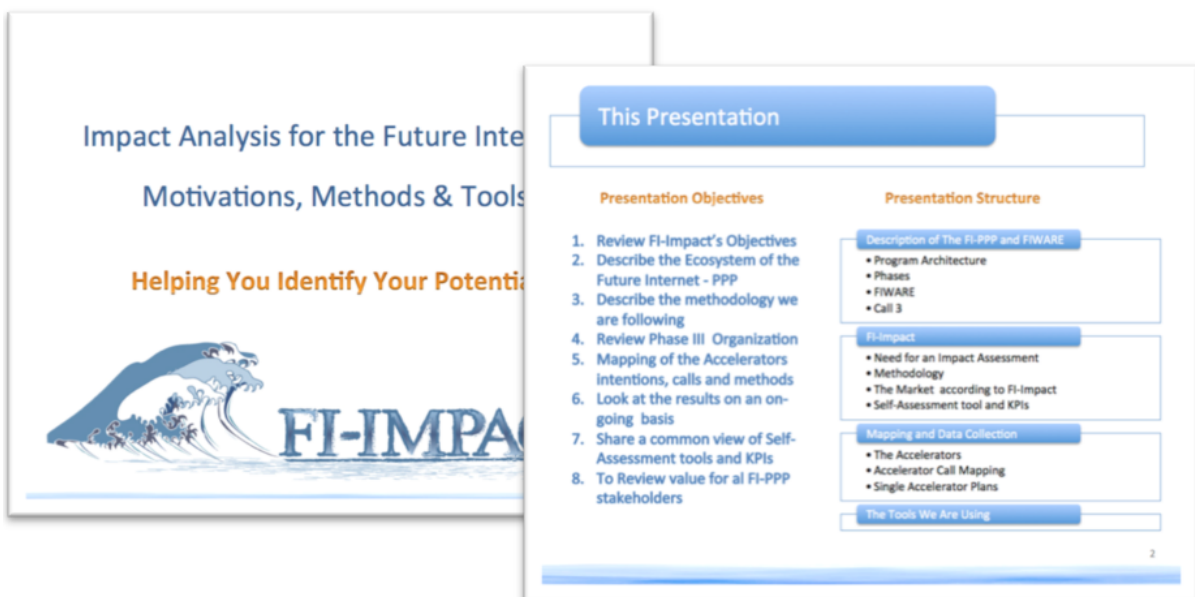


Figure 2 PowerPoint version of presentation