



Impact Assessment Tool User Guide

Updated 12 January 2016

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 initiative 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 Impact Assessment Tool.

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1. Introduction

1.1. Context

FI-IMPACT¹ 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 Guidebook³ 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 report⁴ 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.

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 initiatives 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 the Self Assessment tool and finally access an Impact Assessment Report. This report provides feedback on each of the content areas and allows respondents to benchmark themselves against the average performance of the wider FIWARE FI-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 initiative implementation or to undertake self assessment for different initiatives.

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 initiative to associate the initiative 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. Impact Assessment User Guide for FI-PPP Phase 3 sub-grantees

The FI-IMPACT Impact Assessment Tool was designed and implemented to support data collection from sub-grantees funded by FIWARE Accelerators under Phase 3 of FI-PPP.

All sub-grantees funded by FIWARE Accelerators under Phase 3 of the FI-PPP are requested to provide data in relation to the Innovation Focus, Market Focus, Feasibility, Market Needs and potential Social Impact of their project, to assist in undertaking Impact Assessment of the FI-PPP Phase 3. Each sub-grantee completes the Impact Assessment questionnaire (in English) for their specific project online themselves on the FI-IMPACT website (www.FI-IMPACT.eu).

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 project to associate the project details with a user account. The nominated person for each sub-grantee will set up an account on the FI-IMPACT website.

The data collected through the Impact Assessment questionnaire is considered as confidential and is analysed and presented in aggregated form only to support analysis of the overall impact of the FI-PPP Phase 3. After the data is submitted, only the specific sub-grantee and the Accelerator (who is providing them with grant funding) will be able to view the data submitted through the FI-IMPACT Impact Assessment Questionnaire via the website on a permission basis (using username and password).

The outputs of all questionnaires completed 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.

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

2.1. Set up User Account

The nominated project representative 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



The screenshot shows the FI-IMPACT website interface. At the top right, there are input fields for 'Username' and 'Password', and a 'login' button. Below this is the FI-IMPACT logo, which features a stylized blue wave and the text 'FI-IMPACT'. A navigation menu is visible below the logo, with links for 'Home', 'About', 'FI-PPP', 'Library', 'Tools', 'News', and 'Contact'. The main content area is titled 'User Registration, Step 1' and includes a 'Contact' link. The text reads: 'To setup a user account on FI-IMPACT please enter your email address below. You will then be sent an email with a link to move to Step 2.' There is an 'Email:' label followed by an input field. Below the input field is a 'Create the account' button. On the left side, there is a vertical menu with 'User Registration' selected and 'Login' below it.

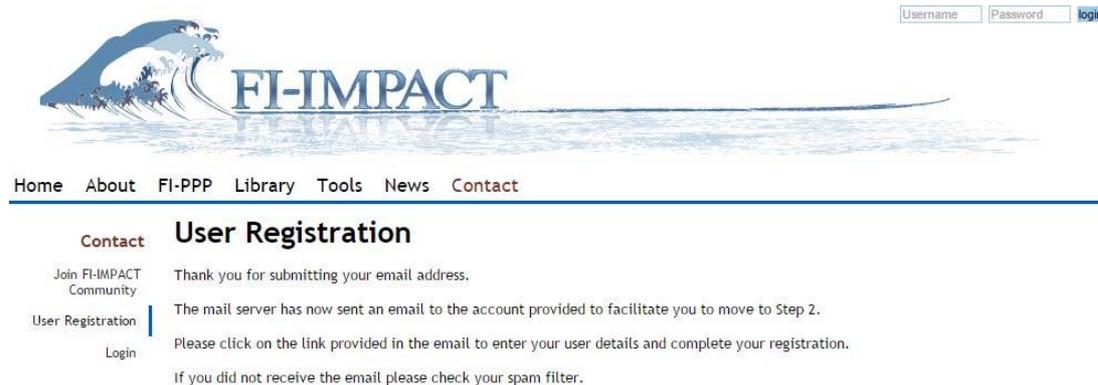


Figure 1: Initial User Registration for Impact Assessment Tool

After submitting your email address, the system will send an email with a link 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.

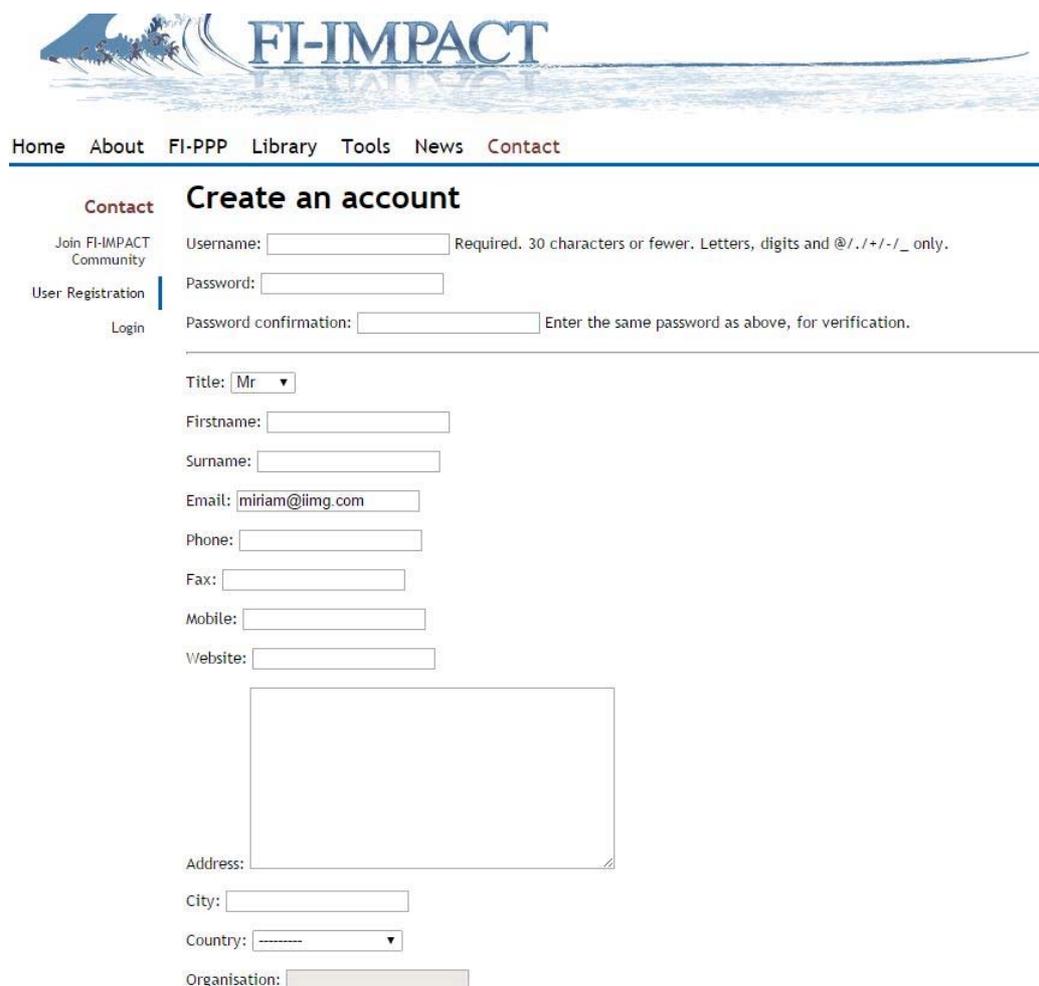


Figure 2: Set up User Account

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 a colleague has already setup a record for this legal entity). If the organization has been registered previously, it will automatically be displayed under the field where you 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, you are automatically logged in and redirected to your My Page.

2.2. Associate project record with user account

After the User account is set up, it is necessary for the nominated project representative to use the unique URL provided by FI-IMPACT to associate the project record with the user account.

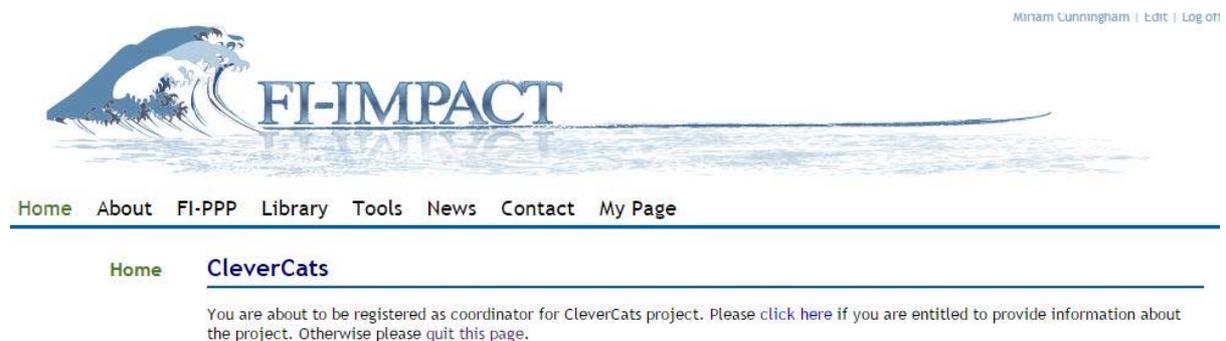


Figure 3: Associate Project Record with User account

My Page

Ms Miriam Cunningham

Impact Assessment of FIWARE Projects

Purpose of Survey

All sub-grantees funded by FIWARE Accelerators under Phase 3 of the FI-PPP are requested to provide data in relation to the Innovation Focus, Market Focus, Feasibility, Market Needs and potential Social Impact of their project, to assist in undertaking Impact Assessment of the FI-PPP Phase 3.

The purpose of this impact assessment survey is to assess the innovation potential, market focus, market sustainability, market needs and societal advantages of the respondent's initiatives. It is intended to:

- 1) Help respondents identify where they can improve;
- 2) Help identify where FI-PPP support could be beneficial;
- 3) Identify hi-potential initiatives;
- 4) Monitor the potential impact of FI-PPP investment;

After finalisation of the survey you will have online access to an Impact Assessment Report comparing your scores with the average performance of other FIWARE FI-PPP Phase 3 initiatives.

Use of Data

The survey data will be analysed to identify good practice or areas where initiatives can benefit from assistance provided by FI-PPP Support Actions. Survey data will be used to perform impact analysis for the European Commission and FI-PPP stakeholders.

The respondent will have access to data submitted via their My Page on the FI-IMPACT portal.

Survey data will be elaborated by IDC, Italia 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. Survey data and analysis may be shared with participants in the FI-PPP ecosystem, which includes the 16 Phase III accelerator projects, members of the FICORE project, the European Commission and its agents.

Survey data may be presented in aggregate form in public documents assessing the overall impact and forecast of the FI-PPP Phase 3 up to 2020.

Privacy Statement

FI-IMPACT is committed to protecting your privacy. This Privacy statement explains our data processing practices. If you have any requests concerning your personal information or any queries with regard to our processing, please contact us at secretariat@FI-IMPACT.eu

FI-IMPACT collects the details provided by you during user registration for the purposes of alerting you of relevant news and deliverables. Your data is not provided to any other third parties not listed in the Use of Data above.

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User Guide

[Click here to download the Impact Assessment Tool User Guide.](#)

Please find your FIWARE projects listed below.

[CleverCats](#)

[Fill New Assessment Form for this Project](#)

Figure 4: My Page to start Impact Assessment Tool

2.3. Undertake Impact Assessment

To commence the Impact Assessment questionnaire, click on "FILL NEW ASSESSMENT FORM FOR THIS PROJECT"

You will then enter the Impact 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 in relation to organisational type, number of team members involved in the project implementation, numbers of years in operation, solution type, use of FIWARE Enablers and FIWARE grant funding received.

CleverCats

Project Details

| | |
|--------------|------------|
| Project Name | CleverCats |
| Acronym | CleverCats |
| Organisation | IIMC Ltd |
| Country | Ireland |

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

Organisational Profile

| | |
|---|---|
| I confirm that I have read and understand the purpose of the survey, use of data and privacy statement. | <input type="checkbox"/> |
| What is the mailing address of your organisation? | <input type="text"/> |
| City: | <input type="text"/> |
| Are you an SME (<250 employees)? | <input type="radio"/> Yes <input type="radio"/> No |
| Are you a self-employed individual entrepreneur? | <input type="radio"/> Yes <input type="radio"/> No |
| Is your organisation owned by a Large organisation (over 60%)? | <input type="radio"/> Yes <input type="radio"/> No |

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| | |
|---|--|
| How many people are in the implementing team? | <input type="text"/> |
| How many full time employees are in your organization? | <input type="text"/> |
| What was the organisation's annual turnover in the last complete financial year? [?] | <input type="text"/> |
| Does your proposal sell/offer an IT solution or a service? [?] | <input type="radio"/> Tech provider <input type="radio"/> Service provider |
| Is your solution based solely on software or does it include also a hardware component? | <input type="radio"/> Purely software <input type="radio"/> Software and Hardware |
| Which FIWARE Generic Enablers are being used (or planned to be used) in the project? | <input type="checkbox"/> 2D-3D-Capture <input type="checkbox"/> 2D-UI <input type="checkbox"/> 3D-UI-WebTundra <input type="checkbox"/> 3D-UI-XML3D <input type="checkbox"/> Application Mashup <input type="checkbox"/> Augmented Reality <input type="checkbox"/> Authorization PDP <input type="checkbox"/> Backend Device Management <input type="checkbox"/> BigData Analysis <input type="checkbox"/> Cloud Rendering <input type="checkbox"/> Complex Event Processing <input type="checkbox"/> Configuration Manager-IoT Discovery <input type="checkbox"/> Configuration Manager-Orion Context Broker <input type="checkbox"/> Content Based Security - CBS <input type="checkbox"/> Data Viz - SpagoBI <input type="checkbox"/> GIS Data Provider <input type="checkbox"/> Gateway Data Handling GE <input type="checkbox"/> IaaS Resource Management GE <input type="checkbox"/> Identity Management <input type="checkbox"/> Interface Designer <input type="checkbox"/> IoT Broker <input type="checkbox"/> Marketplace <input type="checkbox"/> Monitoring GE <input type="checkbox"/> Network Information and Control <input type="checkbox"/> Object Storage GE <input type="checkbox"/> PEP Proxy <input type="checkbox"/> POI Data Provider <input type="checkbox"/> PaaS Manager <input type="checkbox"/> Policy Manager <input type="checkbox"/> Protocol Adapter <input type="checkbox"/> Publish/Subscribe Context Broker <input type="checkbox"/> Real Virtual Interaction <input type="checkbox"/> Repository <input type="checkbox"/> Revenue Settlement and Sharing System <input type="checkbox"/> Security Monitoring <input type="checkbox"/> Self-Service Interfaces <input type="checkbox"/> Software Deployment and Configuration <input type="checkbox"/> Store <input type="checkbox"/> Stream-oriented <input type="checkbox"/> Synchronization <input type="checkbox"/> Virtual Characters |

Which FIWARE Specific Enablers are being used (or planned to be used) in the project?

Please indicate Specific Enablers by Domain

Manufacturing Specific Enablers:

- 3D Scan
- Advanced Management of Virtualized Assets (MoVA)
- Collaborative 3D Web Viewer
- Collaborative Asset Management
- Collaborative Business Process Management
- Data Interoperability Platform Services
- Dynamic Visualisation and Interaction (DyVisual)
- DynamicCEP
- Generation and Transformation of Virtualized Assets (GeToVA)
- Metadata and Ontologies Semantic Matching
- Secure Event Management
- SEMed
- Shopfloor Data Collection
- Supply Chain & Business Ecosystem Apps
- Unstructured and Social Data Analytics

Media Specific Enablers:

- 3D Map Tiles
- App Generator
- Audio Mining
- Augmented Reality - Fast Feature Tracking
- Augmented Reality - Marker Tracking
- Content Enrichment
- Content Optimisation
- Context Aware Recommendation
- Fusion Engine
- Game Synchronization
- Geospatial - POI Interface
- Geospatial - POI Matchmaking
- HbbTV Application Toolkit
- Leaderboard
- Networked Virtual Character
- Open City Database
- OpenDataSoft
- POIProxy
- Reality Mixer - Camera Artifact Rendering
- Reality Mixer - Reflection Mapping
- Recommendation as a Service
- Second Screen Framework
- Social Network
- TV Application Layer
- Visual Agent Design

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| | |
|--|---|
| <p>eHealth Specific Enablers:</p> | <ul style="list-style-type: none"> <input type="checkbox"/> Fall Risk Evaluation <input type="checkbox"/> GEO-FENCING <input type="checkbox"/> Health Questionnaire Service <input type="checkbox"/> Local Data Processing Service <input type="checkbox"/> Local Data Storage Service <input type="checkbox"/> Mediation Service <input type="checkbox"/> Monitoring Service <input type="checkbox"/> Motion Evaluation <input type="checkbox"/> Notification Service <input type="checkbox"/> PACS <input type="checkbox"/> Real Time Communication Service <input type="checkbox"/> Security & Privacy-CMS <input type="checkbox"/> Security & Privacy-IAC <input type="checkbox"/> Security & Privacy-TSL <input type="checkbox"/> Connectivity Service <input type="checkbox"/> Connectivity Service Backend <input type="checkbox"/> Device Management <input type="checkbox"/> EHR <input type="checkbox"/> epSOS SE <input type="checkbox"/> Event Service <input type="checkbox"/> Semantic Enricher <input type="checkbox"/> Sensor Data Collection Service <input type="checkbox"/> Targeting & Profiling Service <input type="checkbox"/> Time Service SE |
| <p>Energy Specific Enablers:</p> | <ul style="list-style-type: none"> <input type="checkbox"/> Contract Information (ContractInformation2Orion **) <input type="checkbox"/> Social Events Interface (Social2Orion **) <input type="checkbox"/> Weather Condition Interface (WeaFor2Orion **) <input type="checkbox"/> Metering (Metering2Orion **) <input type="checkbox"/> Contract Tailor Processor (ContractManager **) <input type="checkbox"/> Protocol Adapter AMM (Sensor2AMI **) <input type="checkbox"/> Issue Detector Processor (Cosmos2SCILAB + INP-SCILAB + SCILAB2Orion **) <input type="checkbox"/> OBDC Event Sink (EvSi) DSE <input type="checkbox"/> Scene Manager DSE <input type="checkbox"/> Temporal Consistency DSE <input type="checkbox"/> FINESCE API Mediator (FAM) DSE <input type="checkbox"/> Production Planning and Control System Integrator (PPSI) DSE <input type="checkbox"/> Generation Schedule Manager DSE <input type="checkbox"/> Production Schedule Manager DSE <input type="checkbox"/> Component Composition Framework DSE |
| <p>How much grant funding will be provided by the FIWARE Accelerator? </p> | <input style="width: 100px; height: 20px;" type="text"/> |
| <p>How many years has your organisation been operational?</p> | <input style="width: 100px; height: 20px;" type="text"/> |
| <p><input type="button" value="Submit"/></p> | |

Figure 5: Organisational Profile of Impact Assessment Tool

As each form is complete, 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 completing the 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).

The screenshot shows the 'Innovation Focus' section of the self-assessment tool. At the top, there is a navigation bar with tabs for 'Organisational Profile', 'Innovation Focus', 'Market Focus', 'Feasibility', 'Market Needs', and 'Social Impact'. The 'Innovation Focus' tab is active. Below the navigation bar, the section is titled 'Innovation Focus'. It contains five questions, each with radio button options:

- How near is your concept to being commercially exploitable? (Dropdown menu)
- Does your business idea provide an Incremental innovation or does it radically change existing products or services? (Radio buttons: Incremental Innovation, Disruptive Innovation)
- Does a similar solution already exist in the marketplace? (Radio buttons: Yes, No)
- Is the original concept developed by a single person or is it a group effort? (Radio buttons: Single, Multiple)
- Will your business idea create a new standalone offering or does it fit into an existing commercial strategy? (Radio buttons: Standalone, Strategy)

At the bottom left of the form, there is a 'Submit' button.

Figure 6: 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 the market strategy.

Market Focus

| | | | | | | | | | |
|---|--|-----------------|----------------------|------------|----------------------|---------------|----------------------|----------------------------|----------------------|
| <p>Select the Business Model that best reflects your idea: ?</p> | <ul style="list-style-type: none"> <input type="checkbox"/> Production model <input type="checkbox"/> Markup model <input checked="" type="checkbox"/> Subscription model <input type="checkbox"/> Usage fees model <input type="checkbox"/> Rental model <input checked="" type="checkbox"/> License model <input checked="" type="checkbox"/> Advertising model <input type="checkbox"/> Transactions/Intermediation model <input type="checkbox"/> Freemium model <input checked="" type="checkbox"/> Customer analysis model | | | | | | | | |
| <p>How will your expected revenues be divided among the business models chosen above?</p> | <table border="1"> <tr> <td>% subscriptions</td> <td><input type="text"/></td> </tr> <tr> <td>% licenses</td> <td><input type="text"/></td> </tr> <tr> <td>% advertising</td> <td><input type="text"/></td> </tr> <tr> <td>% customer analysis income</td> <td><input type="text"/></td> </tr> </table> | % subscriptions | <input type="text"/> | % licenses | <input type="text"/> | % advertising | <input type="text"/> | % customer analysis income | <input type="text"/> |
| % subscriptions | <input type="text"/> | | | | | | | | |
| % licenses | <input type="text"/> | | | | | | | | |
| % advertising | <input type="text"/> | | | | | | | | |
| % customer analysis income | <input type="text"/> | | | | | | | | |
| <p>In which primary market sector(s) do you plan to sell your product or service?</p> | <ul style="list-style-type: none"> <input type="radio"/> Accommodation and Food Service Activities (Hotels, Restaurants, Cafés, etc.) <input type="radio"/> Agriculture, Forestry and Fishing (Farms, Fishermen, etc.) <input type="radio"/> Arts, Entertainment and Recreation (Cinemas, Theatres, Museums, etc.) <input type="radio"/> Business Services (Lawyers, Engineers, Consultants, Software Developers, Advertising and Marketing Agencies, etc.) <input type="radio"/> Construction <input type="radio"/> Consumer <input type="radio"/> Education (Schools, Universities, etc.) <input type="radio"/> Financial Services (Banks, Insurance, etc.) <input type="radio"/> Government (Municipalities, Local and Central Institutions, etc.) <input type="radio"/> Healthcare (Hospitals, Doctors, Practitioners and Physicians, etc.) <input type="radio"/> Horizontal (Solutions Suitable for every Verticals) <input type="radio"/> Manufacturing <input type="radio"/> Mining and Quarrying <input type="radio"/> Retail and Wholesale <input type="radio"/> Telecom and Media (Telco Companies, Broadcasting, etc.) <input type="radio"/> Transport and Logistics <input type="radio"/> Utilities (Energy, Gas, Water Providers, etc.) | | | | | | | | |
| <p>Why are you targeting or prioritising this market sector?</p> | <div style="border: 1px solid #ccc; height: 80px;"></div> | | | | | | | | |
| <p>If you are targeting any secondary market sectors, please select:</p> | <ul style="list-style-type: none"> <input type="checkbox"/> Accommodation and Food Service Activities (Hotels, Restaurants, Cafés, etc.) <input type="checkbox"/> Agriculture, Forestry and Fishing (Farms, Fishermen, etc.) <input type="checkbox"/> Arts, Entertainment and Recreation (Cinemas, Theatres, Museums, etc.) <input type="checkbox"/> Business Services (Lawyers, Engineers, Consultants, Software Developers, Advertising and Marketing Agencies, etc.) <input type="checkbox"/> Construction <input type="checkbox"/> Consumer <input type="checkbox"/> Education (Schools, Universities, etc.) <input type="checkbox"/> Financial Services (Banks, Insurance, etc.) <input type="checkbox"/> Government (Municipalities, Local and Central Institutions, etc.) <input type="checkbox"/> Healthcare (Hospitals, Doctors, Practitioners and Physicians, etc.) <input type="checkbox"/> Horizontal (Solutions Suitable for every Verticals) <input type="checkbox"/> Manufacturing <input type="checkbox"/> Mining and Quarrying <input type="checkbox"/> Retail and Wholesale <input type="checkbox"/> Telecom and Media (Telco Companies, Broadcasting, etc.) <input type="checkbox"/> Transport and Logistics <input type="checkbox"/> Utilities (Energy, Gas, Water Providers, etc.) | | | | | | | | |

Which primary consumer market are you targeting?

Select appropriate elements from the list:

Health and Wellness (training and nutrition programs, ehealth platforms, online psychologists counselling, geo-locating healthcare professional finding apps, etc.);
Transport and Logistics (bike sharing, smart parking, electronic toll collection, taxi fleet management, mobile ticketing etc);
Energy and Home Automation (door opening automation, energy metering, heating consumption management, etc);
Leisure and Gaming (online communities/forums to share information; game/simulation platforms; location-based services to share activities, etc);
DYI and Design (3D printing customization tools, 3D maps platforms, etc.);
Shopping (trading/sales platforms, online marketplaces (organic products, cars items), food information platforms, etc.);
Education and Culture (face-to-face peer learning, digital knowledge testing platform, heritage sites information, ebooks, etc.);
Citizen Engagement (real-time exchange of social geo-based information, citizens-council communication platforms, public crime info exchange, etc.);
Environment and Nature (real-time air pollution info, green areas monitoring apps, gardening info, soil contamination analysis, etc.);
Other

- Health and Wellness
- Transport and Logistics
- Energy and Home Automation
- Leisure and Gaming
- DYI and Design
- Shopping
- Education and Culture
- Citizen Engagement
- Environment and Nature
- Other
- Not Applicable

Why are you targeting this market sector?

If you are targeting any secondary consumer market sectors, please select:

- Health and Wellness
- Transport and Logistics
- Energy and Home Automation
- Leisure and Gaming
- DYI and Design
- Shopping
- Education and Culture
- Citizen Engagement
- Environment and Nature
- Other
- Not Applicable

Why are you targeting these additional markets?

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

Figure 7: Market Focus of Impact 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.

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

Feasibility

| | | | | |
|--|---|----------------------|----------------------|----------------------|
| Have you estimated and provided for the capital investments required until revenues can sustain your business? | <input type="radio"/> In the process of estimating the investment required <input type="radio"/> Capital requirements estimated and investors contacted <input type="radio"/> Capital requirements covered until self-sustainable | | | |
| What is the % of required funding already secured? | <input type="text"/> | | | |
| Have you estimated how much your sales will grow on a yearly basis? | <input type="radio"/> Evaluating what the potential growth rate could be <input type="radio"/> Committed to a growth rate in the business plan <input type="radio"/> Validated growth rate with sales and market data | | | |
| What is your average expected growth rate for the next four years? (%) | Year 1: | Year 2: | Year 3: | Year 4: |
| | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Have you estimated the cost and time required to acquire a new customer in your target market? | <input checked="" type="radio"/> Not yet analyzed the customer acquisition process <input type="radio"/> Estimated customer acquisition cost and time <input type="radio"/> Verified customer acquisition cost and time through real sales | | | |
| Have you planned for expanding your sales force and marketing activities to match the expected growth rate? | <input type="radio"/> No plans for sales force hiring and increased marketing activities <input type="radio"/> Scale-up plans defined but not yet launched <input type="radio"/> Scale-up plans launched or set to start at a definite date, including hiring plan for sales people | | | |

Figure 8: Feasibility Section of Impact 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.

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

Market Needs

Which are the main expected benefits your solution will provide for your primary business market sector? (Complete this sector if you selected any business market sector in Market Focus section)
Please rate the benefits between 0 and 6 stars each, so there are no more than 6 stars used in total

| | |
|--|----------------------|
| Reducing operational costs: | <input type="text"/> |
| Improving sales performance: | <input type="text"/> |
| Improving marketing effectiveness: | <input type="text"/> |
| Enhancing customer (citizen for public sector, patient for healthcare) care: | <input type="text"/> |
| Innovating the product or service companies sell/provide: | <input type="text"/> |
| Strengthening multi-channel delivery strategy: | <input type="text"/> |
| Simplifying regulatory tasks and complying with regulations: | <input type="text"/> |
| Improving data protection: | <input type="text"/> |
| Increasing use and distribution of open data and transparency: | <input type="text"/> |
| Improving scalability of existing tools: | <input type="text"/> |
| Improving operational efficiency: | <input type="text"/> |

If you selected consumer markets as one of your market sectors in Market focus, which are the main expected benefits your solution will provide for consumer market(s)?
Please rate the benefits between 0 and 6 stars each, so there are no more than 6 stars used in total

| | |
|--|----------------------|
| Answering communication/collaboration needs: | <input type="text"/> |
| Providing better entertainment: | <input type="text"/> |
| Improving quality of life: | <input type="text"/> |
| Simplifying daily tasks: | <input type="text"/> |
| Reducing/Saving time: | <input type="text"/> |
| Having easier and faster access to information/services: | <input type="text"/> |
| Saving money: | <input type="text"/> |

Figure 9: Market Needs of Impact 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

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

Social Impact

Will your project contribute to the achievement of social benefits?
Please score the following potential social benefits on a scale of 1 to 5, with 1 = no impact and 5 = very high impact.

| | |
|---|----------------------|
| Better perceived security of communities, neighbourhoods and housing: | <input type="text"/> |
| Better protection of privacy and security of personal digital data: | <input type="text"/> |
| Citizens involvement and participation in open government: | <input type="text"/> |
| Improved e-inclusion (access and use to digital technologies by social groups potentially disadvantaged): | <input type="text"/> |
| Improved fitness and wellbeing: | <input type="text"/> |
| Improved health: | <input type="text"/> |
| Improved quality of life in urban areas: | <input type="text"/> |
| Improved quality of life as a result of better access to information and data: | <input type="text"/> |
| Improved social inclusion: | <input type="text"/> |
| Increased access and use of e-learning and innovative learning methodologies: | <input type="text"/> |
| Increased demand and use of sustainable transport solutions: | <input type="text"/> |

Will your project contribute to improve the quality of life of the following social groups?
Please rate the benefits between 0 and 6 stars each, so there are no more than 6 stars used in total

| | |
|---|----------------------|
| Disabled: | <input type="text"/> |
| Elderly (over 65 years old): | <input type="text"/> |
| Ethnic or cultural minorities: | <input type="text"/> |
| Low income (e.g., unemployed single parents): | <input type="text"/> |
| Socially excluded groups (e.g., homeless, illegal immigrants, recovered addicts, ex convicts etc.): | <input type="text"/> |
| Unemployed: | <input type="text"/> |

Figure 10: Social Impact Section of Impact 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

[CleverCats](#)

Please find your submission(s) below.

Submission started on June 7, 2015, 12:43 p.m.

This submission is incomplete. You need to complete and submit each form.

- **Organisational Profile** - *Form Submitted* - [View](#) | [Submit](#)
- **Innovation Focus** - *Form Submitted* - [View](#) | [Submit](#)
- **Market Focus** - *Form Submitted* - [View](#) | [Submit](#)
- **Feasibility** - *Form Submitted* - [View](#) | [Submit](#)
- **Market Needs** - *Form Submitted* - [View](#) | [Submit](#)
- **Social Impact** - *Form Not Started* - [Start](#)

Please Continue Form Submission.

When all sections of the form have been successfully completed, you can then submit the complete data set for analysis – click “finalise submission”

[CleverCats](#)

Please find your submission(s) below.

Submission started on June 7, 2015, 12:43 p.m.

This submission is ready to be finalised. Please note that after your submission is finalised you will not be able to edit the data in this session any further.

- **Organisational Profile** - *Form Submitted* - [View](#) | [Submit](#)
- **Innovation Focus** - *Form Submitted* - [View](#) | [Submit](#)
- **Market Focus** - *Form Submitted* - [View](#) | [Submit](#)
- **Feasibility** - *Form Submitted* - [View](#) | [Submit](#)
- **Market Needs** - *Form Submitted* - [View](#) | [Submit](#)
- **Social Impact** - *Form Submitted* - [View](#) | [Submit](#)

Please click [Finalise submission](#).

After the process has been finalised you can view the data submitted via “View Submission”

[CleverCats](#)

Please find your submission(s) below.

Submission finalised on June 7, 2015, 1:03 p.m.

This submission has been finalised. Please click [View Submission](#) to see content submitted.

- **Organisational Profile**
- **Innovation Focus**
- **Market Focus**
- **Feasibility**
- **Market Needs**
- **Social Impact**

Figure 11: My Page - Access to data submitted via Impact Assessment Tool

You can go back at any stage and view the data submitted at a point in time.

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.

2.5. Technical Support

If you require any technical support while completing the Impact 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 Impact Assessment Report as a link on your My Page

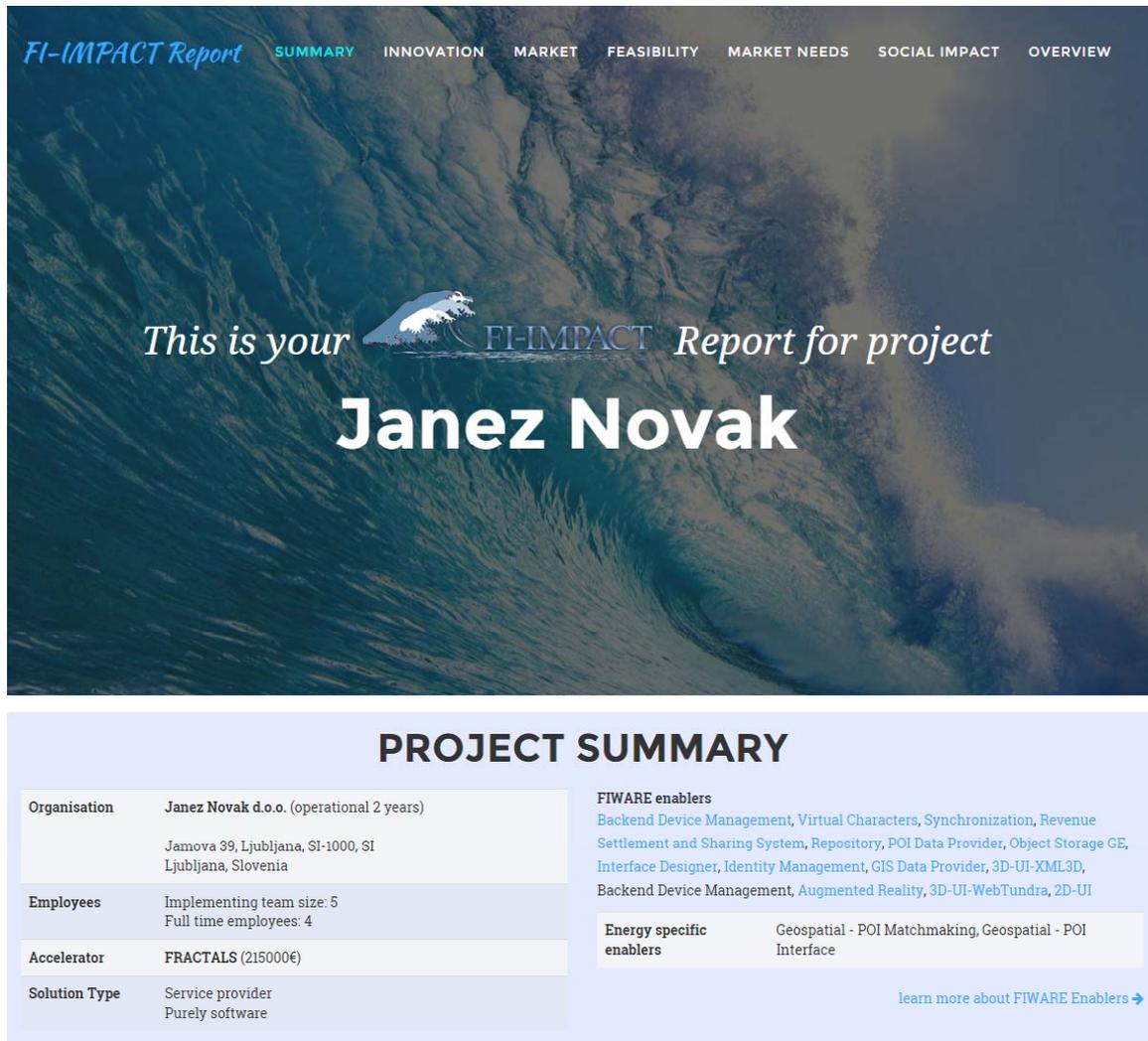


Figure 12: Impact Assessment Report - Project Summary

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 13: Impact 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.

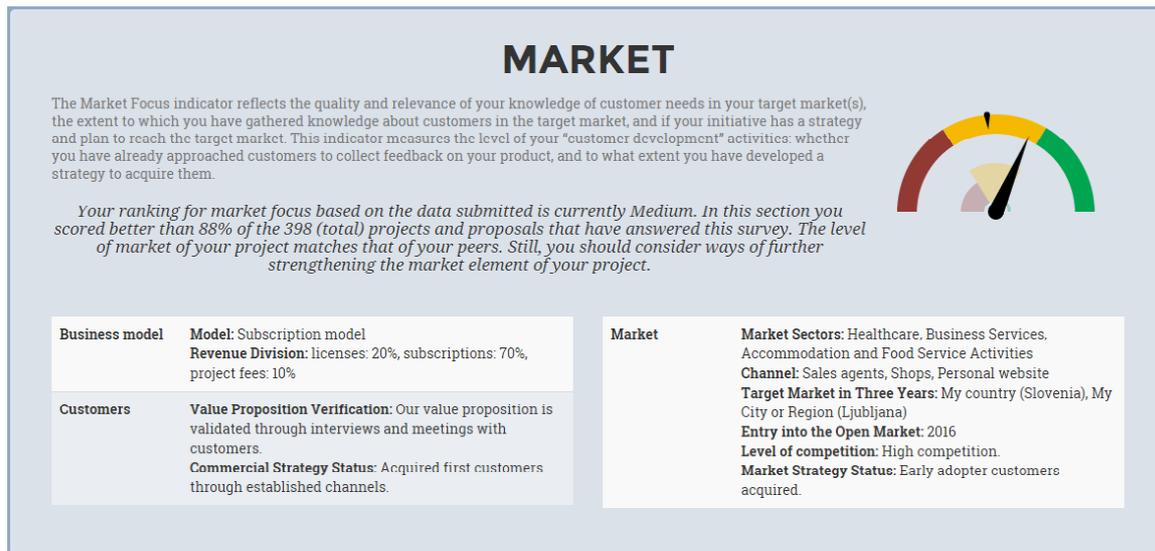


Figure 14: Impact Assessment Report - Market Focus

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.

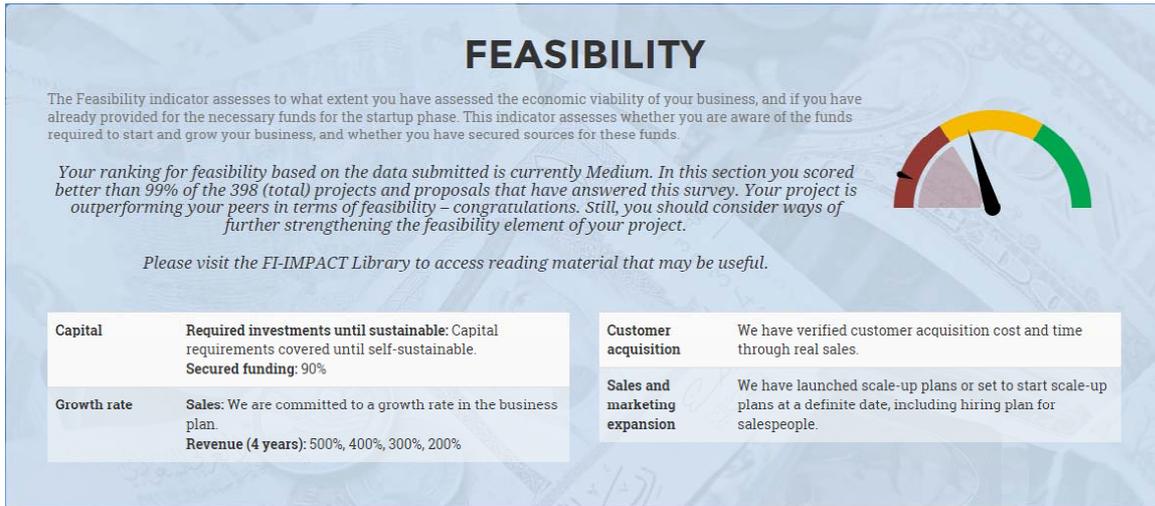


Figure 15: Impact Assessment Report – Feasibility



Figure 16: Impact Assessment Report - Market Needs

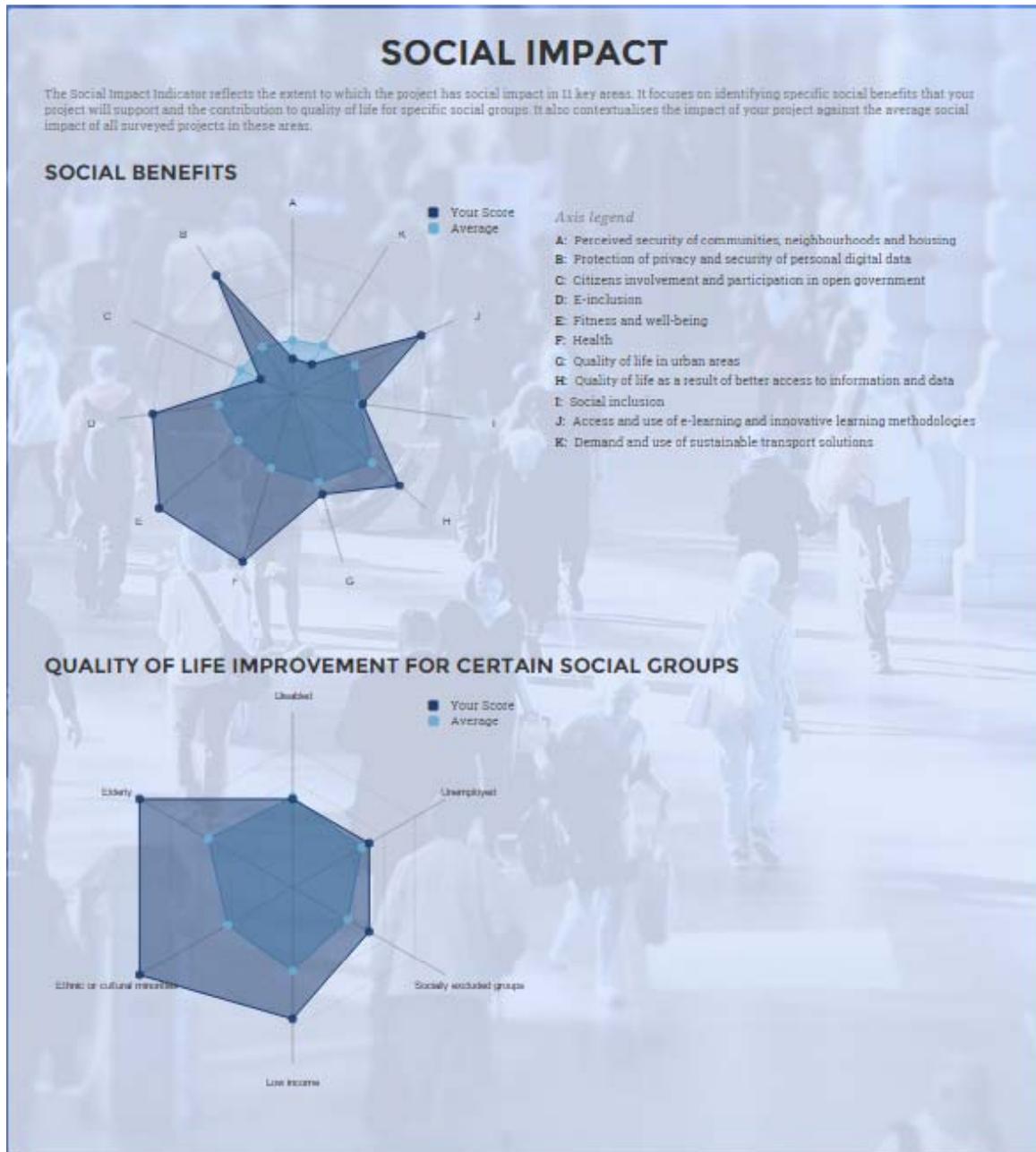


Figure 17: Impact Assessment Report - Social Impact

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.

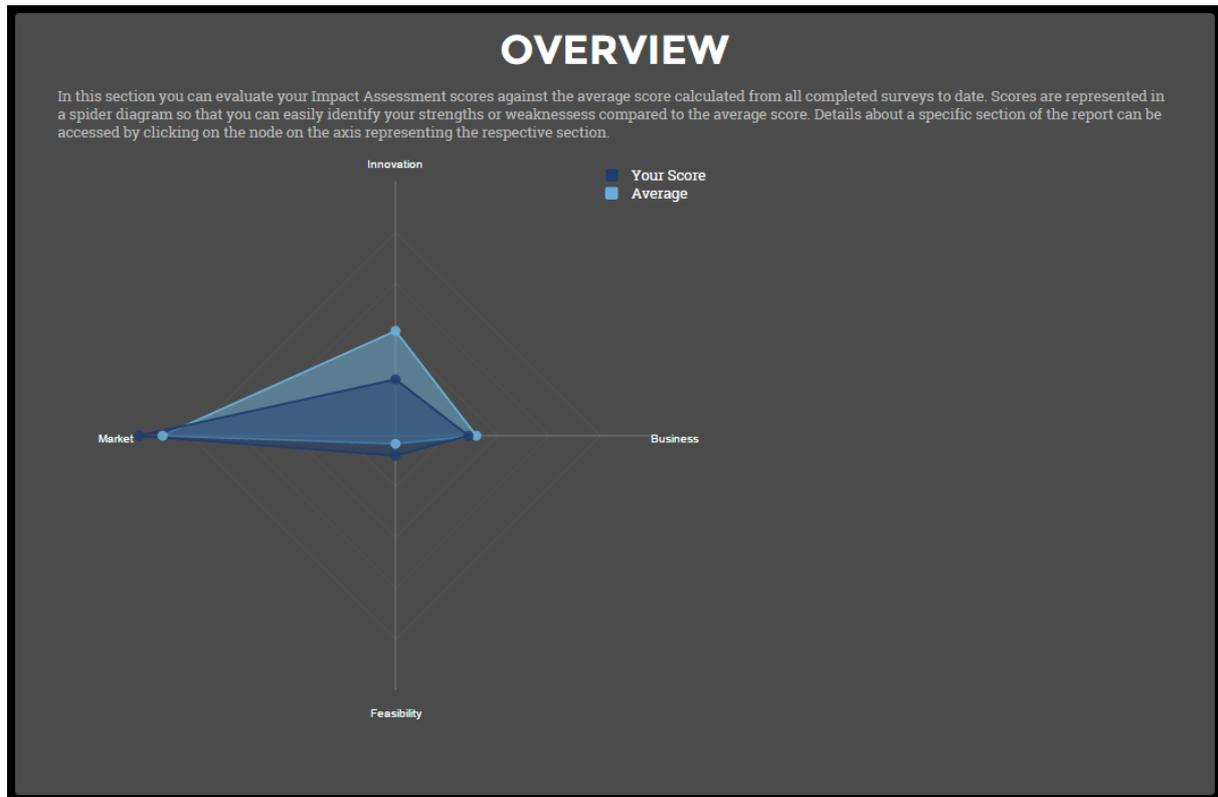


Figure 18: Impact Assessment Report on - Overview

The overview page visualizes 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