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# Guide for Applicants (GfA)

IMPACT 3rd OPEN CALL  
(second 2015 edition)

Closing date for proposals:  
Thursday, 15<sup>th</sup> October 2015 at 13:00 (CET)

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## 1 Introduction

IMPACT is one of the sixteen projects funded by the 7th Framework Programme under the **Future Internet Public-Private Partnership (FI-PPP)** [<https://www.fi-ppp.eu/>] umbrella. FI-PPP aims to accelerate the development and adoption of Future Internet technologies in Europe, advance the European market for smart infrastructures, and increase the effectiveness of business processes through the Internet.

The FI-PPP phase 3 projects will promote the creation of innovative products and services spreading the use of **FIWARE technology** [<http://www.fiware.org/>] among European Web Entrepreneurs [WES] and SMEs.

In particular, IMPACT will contribute to the promotion and early adoption of **FIWARE Technology**, i.e. FIWARE generic enablers, specific enablers and/or domain specific platforms, by **providing premium acceleration support and services** and distributing a total **grant** of 6,4 M€ to around 64 European SMEs operating in the **MOBILE INTERNET** space.

The IMPACT Consortium brings together [Buongiorno](#), a world class Global Corporation in the mobile commerce ecosystem; [ISDI](#), the world's first "internet only" business school providing an internet business master's degree integrated with a full start-ups support ecosystem; [SEAYA](#), a venture capital company led by the business angel investor Michael Kleindl, and [Teknologiudvikling ApS](#), a consultancy firm specialized in the funding and management of competitions.

## 2 IMPACT Open Call

This document summarizes the main characteristics of the third Open Call under the IMPACT project, to be launched on **September 15<sup>th</sup>, 2015** with a closing deadline of **October 15<sup>th</sup>, 2015 at 13:00 p.m** (CET).

Please refer to the 'Frequently Asked Questions' (FAQs) section on the IMPACT Website [<http://www.impact-accelerator.com/>] for further information.

## 3 Eligibility Criteria

All applicants will have to abide to all the general requirements described in Sections from 3.1 to 3.8 below in order to be considered eligible for the IMPACT Accelerator.

### 3.1 Type of beneficiaries

The third Open Call welcomes applications from two different types of participants:

- SMEs [legal person] participating on their own, only one SME (see Section 3.1.1).
- Web Entrepreneurs [physical persons], participating as individual or a group (see Section 3.1.2).

All applicants (legal or physical persons) shall be located in Eligible countries (see Section 3.2).



### 3.1.1 Definition of SME

A SME will be considered as such if it complies with the Commission Recommendation 2003/361/EC<sup>1</sup>. As a summary, the criteria which define a SME are:

- Headcount in Annual Work Unit (AWU) less than 250;
- Annual turnover less or equal to €50 million OR annual balance sheet total less or equal to €43 million.

Note that the figures of partner and linked enterprises should also be considered as stated in the [SME user guide](#)<sup>2</sup>. Start-ups are included in this category if they are incorporated.

### 3.1.2 Definition of Web Entrepreneur

For Web Entrepreneurs, IMPACT refers to individuals participating alone or in a group, without having incorporated a company yet. An individual is a physical person and not a legal person (e.g. registered SME).

One member of the group must be appointed as Coordinator. The Coordinator will be the main contact point for the IMPACT consortium.

In case the "BENEFICIARY" applied as individual, the "BENEFICIARY" commits to **incorporate as SME** as soon as possible. Concretely, incorporation in one of the eligible countries detailed in Section 3.2 will be a requirement for the second payment of the IMPACT Acceleration Program, foreseen in the 3rd month of the Acceleration Program (see Section 10.2).

## 3.2 Eligible countries

Only SMEs legally established in any of the following countries (hereafter collectively identified as the 'Eligible Countries') will be eligible for the IMPACT Acceleration Programme:

- **EU-28 countries:** Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and United Kingdom.
- **FP7 Associated countries:** Albania, Bosnia and Herzegovina, Faroe Islands, FYR Macedonia, Iceland, Israel, Liechtenstein, Moldova, Montenegro, Norway, Serbia, Switzerland and Turkey.

For Web Entrepreneurs, this requirement applies to their company when incorporated (see Section 10.2).

## 3.3 FIWARE technologies

Any project submitted is required to make use of FIWARE technologies. Lack of clarity on the use of FIWARE technologies will make the proposal not eligible.

The main source of information about FIWARE is <http://www.fiware.org/>.

<sup>1</sup> Commission Recommendation 2003/361/EC <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2003:124:0036:0041:en:PDF>

<sup>2</sup> [http://ec.europa.eu/enterprise/policies/sme/files/sme\\_definition/sme\\_user\\_guide\\_en.pdf](http://ec.europa.eu/enterprise/policies/sme/files/sme_definition/sme_user_guide_en.pdf)





All the information, documentation and tools needed to start using FIWARE Enablers can be found at <http://catalogue.fiware.org/>.

Practical information regarding what aspects the evaluators are going to take into account, when evaluating the application forms with respect to FIWARE Enablers, are detailed in <http://www.fiware.org/fiware-usage-questionnaire/>.

Finally, IMPACT has produced a series of Webinars to help Applicants better understand FIWARE technologies and these are available at <http://www.impact-accelerator.com/>.

IMPACT promotes the use of all Enablers, although in this Open Call it is going to prioritize the following ones:

#### “CORE” ENABLERS

1. Data and Context management
  - Context Broker: Orion
  - Stream-oriented: Kurento
2. Internet of Things Services Enablement
  - Backend Device Management: IDAS (IoT agents)
3. Security
  - Identity Management: KeyRock
4. Advanced Web-based User Interface
  - POI Data Provider

#### “SUPPORTING ENABLERS

1. Data and Context management
  - Complex Event Processing: CEP
2. Security
  - Authorization PDP: AuthZForce
3. Applications Ecosystems and Delivery Frameworks
  - Application Mashup: Wirecloud
4. Domain-Specific Enablers
  - FI-Content2 Enablers (<http://mediafi.org/>)
    - a.

### 3.4 Mobile Domain

The scope of submitted proposals must lie within the **Mobile domain**. IMPACT will consider as Mobile domain, mobile apps or business models based on mobility in the areas of: communication; social networks; video, media & advertising; design; education; entertainment; ecommerce; peripheral devices; content; connected TV; infrastructure; security; productivity; finance; smart cities and social entrepreneurship, amongst others.

### 3.5 English Language

English is the official language for IMPACT open calls. The proposal must be in English in all its mandatory parts in order to be eligible. For videos, English should be used as spoken language, or at



least the video must be properly subtitled in English. If the mandatory parts of the proposal are in any other language, the entire proposal will not be eligible. If only non-mandatory parts of a proposal are submitted in a language different from English, those parts will not be evaluated but the proposal is still eligible.

English is also the only official language during the whole length of the acceleration process. This means that any requested deliverables will be admitted only if submitted in English.

### 3.6 Double funding rules

If your Project has already been funded by other FIWARE Accelerator be aware of double funding rules within FIWARE

1. The same proposal (from the same Proposer) cannot be funded by more than one FIWARE Accelerator.
2. If a project presented to IMPACT was already funded by another FIWARE accelerator, it has to be presented to IMPACT with a different scope and for a different phase in the project life cycle because of what stated in point 1.
3. The same proposer can be funded for two different proposals, : If a Proposer applying for a new proposal has been already funded for a prior different proposal by a FIWARE Accelerator, they can be asked to check that they are able to execute successfully two projects in parallel.
4. The same Proposer should not be funded for a third different Proposal. FIWARE is not willing to fund a Proposer for more than two Proposals.

If another FIWARE Accelerator has already selected as beneficiary the same project, or a very similar one by at least one of the same proposers, the proposal will be excluded from the IMPACT evaluation process.

When submitting the Application Form, applicants will be asked to undersign a Honour declaration where they declare:

- (1) if they have already been funded by any other FIWARE Accelerator,
- (2) that they will immediately inform IMPACT if this occurrence happens while they are in the IMPACT evaluation process
- (3) if they have already been funded the name of the accelerator and of the project funded.

If any of the FIWARE Accelerator consortia find that applicants have been double funded out of the double funding rules exposed above, the beneficiaries will be automatically excluded from the IMPACT programme, and be requested to return funds.

In no case IMPACT will fund a project by an applicant, if such applicant has already been funded by FIWARE accelerators for two or more other projects.

### 3.7 Multiple submissions are forbidden

Only one proposal per applicant can be submitted to IMPACT in this open call. Applicants will be asked to confirm that 'they are not submitting any other proposal to this same Open Call' in the Honour Declaration to be accepted before submitting the Application Form. If more than one proposal per SME or individual is identified by the IMPACT team, only the first proposal which has been submitted in order of time, will be evaluated. When an individual submits an application as a

Web Entrepreneur, and is also part of team in a second proposal submitted by a SME, both proposals will be admitted to the evaluation process only if all the following conditions are respected:

- The projects are substantially different;
- Applicant is Coordinator for no more than one of the projects;
- Applicant has clearly explained in both application forms the compatibility in terms of their time commitment in the two projects.

### 3.8 Absence of conflict of interest

Applicants shall not have any potential conflict of interest with the IMPACT selection process. All cases of potential conflict of interest will be assessed case by case.

## 4 IMPACT project types

Whilst Section 3 lists the minimum criteria that a project must abide to in order to be eligible, IMPACT partners will aim to select the most ambitious projects that show the highest potential as global businesses.

The ideal project type IMPACT Consortium is looking for, would be projects that already have a **working prototype**, and where there at least two **founders** work **full time for the Project** and own at least 51% of **Shareholders' Equity**. The target **market launch** date should be less than 6 months away or, if already launched, the product should have been in the market for less than seven years.

All these elements are recommended, they are not mandatory. The more closely the projects match these criteria, the more likely they will be selected.

## 5 Preparation and submission of the proposals

The submission of proposals will be effected online through the FundingBox Platform<sup>3</sup> [<http://www.fundingbox.com/impact/apply/>] which is linked from both the [IMPACT website](#) and [FIWARE website](#). Applications submitted by any other means will not be considered.

Proposals will be submitted in a one step process via the **online application** which will include:

1. **Project proposal**: divided in 4 main sections:
  - Project
  - Team
  - Business
  - Technology

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<sup>3</sup> FundingBox is an On-line platform aimed to properly manage start-ups' competitions, which will be used in the IMPACT's Open Calls.

2. **Questions for statistical purposes:** additional multiple choice questions requested by the European Commission for statistical purposes.
3. **Honour declaration on exclusion criteria and absence of conflict of interest:** accepted by the SME or by the individuals being part of the project team.

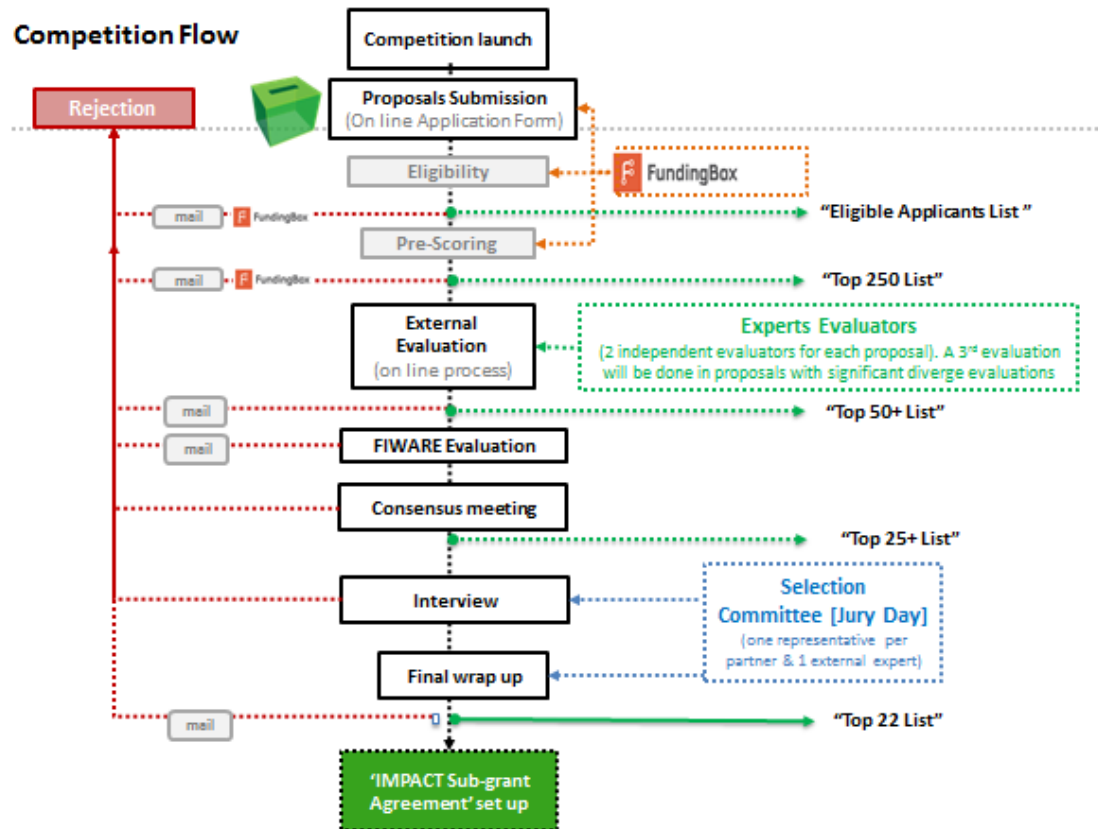
Evaluators will be instructed not to consider additional material which hasn't been specifically requested in the on line evaluation form.

The online application form contains one additional section that will not be evaluated, namely a Statistical Section including questions required by the European Commission for statistical purposes.

Applicants are strongly recommended not to wait until the last minute to submit the proposal. Failure of the proposal to arrive in time for any reason, including extenuating circumstances, will result in rejection of the proposal.

## 6 Selection Process

The evaluation flow is as follows:





## 6.1 Phase 1: Eligibility Check and Pre-scoring

In order to be eligible for evaluation, applications will be checked for compliance with the following:

- Comply with all the **ELIGIBILITY CRITERIA** listed in Section 3.
- Be submitted through the Open Call management tool [[www.fundingbox.com/impact/apply](http://www.fundingbox.com/impact/apply)]. Proposals submitted by any other means, will not be evaluated.
- Be submitted before Deadline. Applications must be submitted by the closing time and date of the contest round. The time recorded by the FundingBox Platform, as submission time of the proposal, will be the official one. Late proposals will not be evaluated.

Eligible proposals will then be **AUTOMATICALLY SCORED** by the Fundingbox System according to the following criteria:

- Level of usage of Mobility concept as a core of the business model (mandatory)
- Level of integration of FI-WARE technology (mandatory)
- Availability of a functional prototype
- Founders dedication to the project
- Founders owned equity
- Years since incorporation
- Current status in terms of users, sales and profit
- Team Skills.
- Proved experience in the target market.

For each item different levels will be defined (See detail in the Application Form). Each applicant will select the option that best describes the characteristics of its project in relation to each criterion.

At least 250 of the top ranked applications will form the “Filtered List of Applicants” proposed for external evaluation. Each of the IMPACT Partners reserves the right to sponsor up to 3 applicants into the Filtered List of Applicants, independently of their pre-scoring (subject to having passed the eligibility check), where there is a clear strategic fit with the Partner and the mentors network of IMPACT notwithstanding the pre-scoring.. The names of sponsored projects will not be disclosed, either to applicants or to external reviewers (see next phase).

**Output:** Filtered List of Applicants.

**Communication to participants:** Specific communication will be sent to the applicants eliminated from the process after the eligibility check. An individual communication will be sent to all participants passing the eligibility check, with specifics on pre-scoring results.

## 6.2 Phase 2: External Evaluation

All applications in the Filtered List of Applicants will be assessed and scored by two **INDEPENDENT EXPERTS** (from the Experts Panel created by the IMPACT consortium), on the following criteria:

1. Team
2. Business Opportunity
3. Strategic Fit

More specifically:





**TEAM:** The entrepreneur and their team have to demonstrate their management and leadership qualities, their ability to take a concept from ideas to market, their capacity to carry through their ideas and understand the dynamics of the market they are trying to tap into. The team should be balanced, a cross functional team, fully dedicated to the project and with a strong background and skill base.

**BUSINESS OPPORTUNITY** will include:

- **Market opportunity:** The applicants have to demonstrate a clear idea of what they want to do and whether the product has market potential, e.g. because it solves a problem for a specific target customer. The opportunity has to be global with high growth rates. The product/service should be scalable with internet-based distribution (search, social, mobile) or with proven ability to scale sales
- **Competition/Differentiation:** The applicants have to provide information about the degree of competition for their particular product/service and if the idea is disruptive and breaks the market. i.e. the products/services to be brought to market can be clearly differentiated from the competition
- **Commercial Strategy and Scalability:** The applicants have to demonstrate the level of sales and profitability they expect to generate and the level of risk associated. This can be demonstrated using measurable indicators such as - engaged users, revenues, profits.
- **Financial and Metrics:** The applicants should provide information about their break even and potential of growth in the short term.

**STRATEGIC FIT:** IMPACT looks for Start-ups with a strong focus on the Mobile Internet sector, which fit within the areas identified in Section 3.4 and which develop services and applications with a high societal and business value using FIWARE technologies (see Section 4 for more detail on the types of projects).

Each evaluator will rank the application assigning a score from 0 to 7 for each criterion and produce an Individual Evaluation Report. The final score will be calculated as an average of the individual assessments provided by the Evaluators, after normalising in order to compensate for scoring bias.

In the top 100 scoring projects, if scores on a project show significant divergence between the two reviewers, the Selection Committee will involve a third reviewer to provide an additional independent assessment of this proposal. The final score on each criterion will be given by the average of the two most similar scores.

At least 50 of the top ranking proposals will be included in the "List of Pre-Selected Applicants" and passed to the next phase. Ties will be solved using the following criteria, in order:

- Business Opportunity score,
- Team score,
- Date of submission: earlier submitted proposals go first.

**Output:** List of Pre-Selected Applicants.

**Communication to participants:** Individual online communication will be sent to all eliminated proposals with information about their final score.



### 6.3 Phase 3: FIWARE Evaluation

Especially appointed FIWARE Experts – chosen among FIWARE coaches assigned by the European Commission and/or IMPACT own FIWARE coaches – will review the applications in the List of Pre-Selected Applicants to assess the declared use of FIWARE technology in the project.

FIWARE technology is expected to be a significant component of the proposed technical project, the advantages of using FIWARE should be highlighted in the proposals, and the technology map should be feasible and clear. The FIWARE Experts will evaluate whether these three conditions are met, and will provide a yes/no assessment.

Proposals passing the FIWARE check will pass to the following step.

**Output:** Short List of Pre-Selected Applicants.

**Communication to participants:** Individual online communication will be sent to all proposals in the “List of Pre-Selected Applicants” with information about their final score from Phase 2 and the result of the FIWARE evaluation from Phase 3. Additional information about next steps will be also sent to the Short List of Pre-Selected Applicants.

### 6.4 Phase 4: Consensus Meeting

The Short List of Pre-Selected Applicants proposals will pass to the Consensus Meeting. The Consensus meeting will be attended by 4 of IMPACT consortium partners’ representatives (one representative per partner).

During the Consensus Meeting the IMPACT partners, by consensus, will have the faculty to add up to 1 point (per proposal) to the average score of those proposals that show a significant strategic fit with partners’ activities, and where IMPACT partners believe they can add the most value during the acceleration process. No more than a total of 10 points can be distributed in this way, among all proposals. Some applicants may be invited to an interview during the Consensus Meeting (by default it will be a web interview) when necessary to acquire essential information to take an informed decision. After this step the final ranking will be computed.

A list of at least 25 finalists (hereafter, the “Finalists”) will be invited to the final stage. The exact number will be decided by consensus during the meeting.

**Output:** List of Finalists.

**Communication to participants:** Individual online communication will be sent to all evaluated proposals. Additional information about next steps will be also sent to the List of Finalists.

### 6.5 Phase 5: Selection Committee

The SELECTION COMMITTEE, composed of representatives of the 4 IMPACT consortium partners and one or more external experts, will undertake the final evaluation of the List of Finalists during a Jury Day, when the Selection Committee will interview the applicants in person or, if not possible, via online video or audio conference.

The Selection Committee by consensus will select the “Provisional List of Beneficiaries” (up to distributing all available grants). A “Reserve List” will be built out of the excluded applications. Formal



assignment of the grant is subject to undersigning a Sub-Grant Agreement (SGA). Beneficiaries who refuse to undersign the SGA will be excluded, and substituted by the next in rank in the Reserve List.

The applicants who undersign the SGA will be declared beneficiaries of the 3<sup>rd</sup> IMPACT Call.

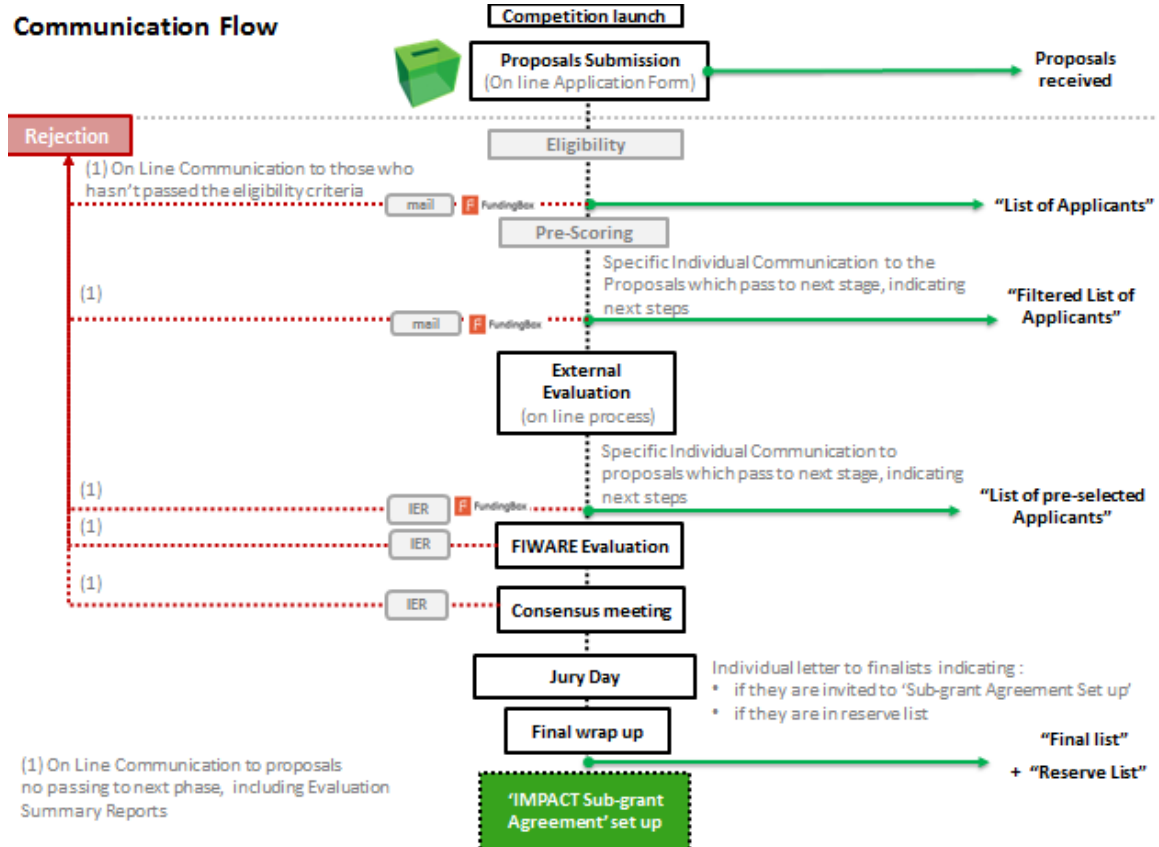
**Output:** Provisional List of Beneficiaries, and Reserve List.

**Communication to participants:** Individual online communication a formal communication letter will be sent to all proposals participating in this final step, with information on their inclusion in the Provisional List of Beneficiaries or in the Reserve List.



# 7 Applicants Communication Flow

The applicants will receive the following communications during the selection process:



## 8 Sub Grant Agreement Setup Process

The objective of this phase is to fulfil the legal requirements between the IMPACT consortium and every beneficiary of the call. The SMEs and Web Entrepreneurs included in the Provisional List of Beneficiaries will have to provide all documentation required to prove their compliance with the Eligibility Criteria described in Section 3. More specifically, the following documentation will have to be provided:

1. **Status information of the beneficiaries:**
  - a. **SMEs.** The following documents will be required to prove that SMEs are SMEs according to the EU Directive.
    - i. **Legal Entity form<sup>4</sup>:** signed and stamped.
    - ii. **SMEs check list:** signed and stamped. Following a simplified version of the EC SMEs check list<sup>5</sup>. In the event they declare being non-autonomous: the balance sheet and profit and loss account (with annexes) for the last period for upstream and downstream organizations
    - iii. **Financial information.** It includes the headcount (AWU), balance, profit & loss accounts of the latest closed financial year and the relation, upstream and downstream, of any linked or partner company.
    - iv. **Legal existence.** Company Register, Official Journal or similar, showing the name of the organisation, the legal address and registration number and, if applicable, a copy of a document proving VAT registration (in case the VAT number does not show on the registration extract or its equivalent).
    - v. In cases where either the number of employees or the ownership is not clearly identified: any other supporting documents which demonstrate headcount and ownership such as payroll details, annual reports, national regional, association records, etc.
  - b. **Web Entrepreneurs.** A copy of the ID-card or passport of every participant in the project team will be required.
2. **Confirming the following aspects included in the Honour declaration** accepted by proposed beneficiaries before submitting the Application Form:
  - a. Beneficiaries are not submitting any other proposal to this same Open Call (internal check), as provided for in Section 3.7.

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<sup>4</sup> Available for Private Companies at:

[http://ec.europa.eu/budget/library/contracts\\_grants/info\\_contracts/legal\\_entities/legEnt\\_privComp\\_en.pdf](http://ec.europa.eu/budget/library/contracts_grants/info_contracts/legal_entities/legEnt_privComp_en.pdf)

And for and Individuals at :

[http://ec.europa.eu/budget/library/contracts\\_grants/info\\_contracts/legal\\_entities/legEnt\\_indiv\\_en.pdf](http://ec.europa.eu/budget/library/contracts_grants/info_contracts/legal_entities/legEnt_indiv_en.pdf)

<sup>5</sup> Available at: <ftp.cordis.europa.eu/pub/fp7/docs/sme-check-list.doc>.





- b. The same or similar Beneficiaries/Proposal has not been approved and therefore received funds from any other FIWARE Accelerator Program, as provided for in Section **Error! Reference source not found.** (check will be made with the other 15 Accelerators). And if so, the beneficiary must state the accelerator which fund their proposal and the project name.
    - c. Beneficiaries will not take part in another Acceleration Program while participating in the IMPACT Accelerator Program.
  3. **Bank account information:** The account where the funds will be transferred shall be indicated via a Financial Identification<sup>6</sup> form signed by the SME and/or individuals, and their bank. The account holder will have to be the SME or all the individuals (or the group coordinator on his/her own if allowed by the other team members by written consent).

The documentation will have to be provided within deadlines communicated when enlisted in the "Provisional List of beneficiaries" (whether immediately or after the waiting list). In case the requested information is not provided in time without clear and reasonable justification, this will directly end the 'Sub-grant Agreement' setup process and projects inside the 'Reserve List' will substitute the failing applicants inside the "Provisional List of beneficiaries" in order of ranking.

Once all these formalities are covered the Consortium (represented by its coordinator Buongiorno) will sign the 'IMPACT Sub-grant Agreement' with the final beneficiaries.

## 9 IMPACT Accelerator Package for Beneficiaries

The selected applicants will participate in an **Acceleration Program of training and mentoring, with a duration of 6 months** subject to achievement of certain milestones. Participants will receive:

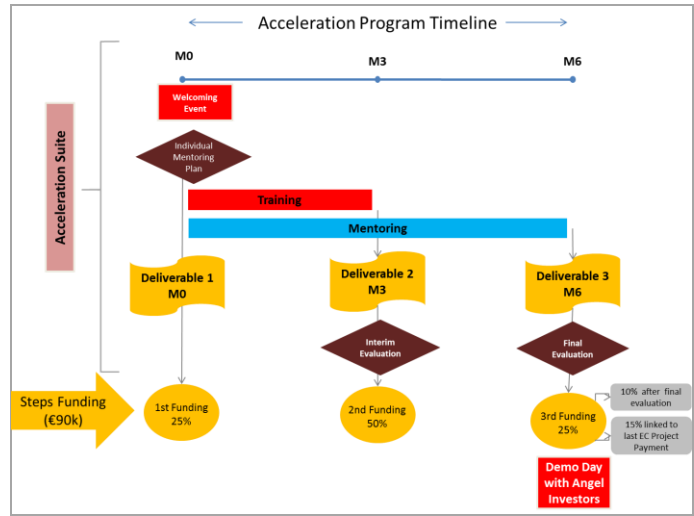
- 90.000€ Funding (non-refundable) to be delivered in 3 instalments
- 10.000€ Services vouchers (Acceleration Suite)

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<sup>6</sup> Available at:

[http://ec.europa.eu/budget/library/contracts\\_grants/info\\_contracts/financial\\_id/fich\\_sign\\_ba\\_gb\\_en.pdf](http://ec.europa.eu/budget/library/contracts_grants/info_contracts/financial_id/fich_sign_ba_gb_en.pdf)





All benefits are further detailed in the following sections.

### 9.1 Duration

The duration of the projects selected in the call will be up to **6 months**.

### 9.2 IMPACT Acceleration Funding

IMPACT's funding scheme is based on the projects' deliverables. Each deliverable will be associated with a payment time. IMPACT will unlock the funding in three tranches, and for what concerns the second and third tranches they will be subject to the achievement and validation of agreed milestones (see Section 10.2).

- **1st Stage (Month 0):** 25% once the 'IMPACT sub-grant Agreement' has been signed and the program deliverables for the 1st stage, indicated in section 10.2, validated.
- **2nd Stage (Month 3):** 50% once the criteria for the second stage have been completed and the deliverables, indicated in section 10.2, validated.
- **3rd Stage (Month 6):** 25% delivered in 2 instalments. First payment of 10% at the end of the acceleration program, if all the objectives are met. The remaining 15% will be approved and paid after the IMPACT Consortium receives the last payment from the European Commission.

### 9.3 IMPACT Acceleration Suite

The Acceleration Suite includes the following Services:

- (1) **Welcoming event.** Compulsory attendance. The event will be organized in the first week of the acceleration Program to gather all start-ups, the IMPACT Team and mentors to discuss what lies ahead. This is a free flow discussion in order to share knowledge, experiences and expectations.
- (2) **Training:** The objective of this training is to accelerate an entrepreneur's experience and professionalism, provide the tools and knowledge to successfully manage their start-up





and take it to the next level, also to connect entrepreneurs with funding and entrepreneurial experiences. The aim is to broaden the business management knowledge of each team member. The training is divided into two segments:

- **Face to Face:** a minimum of 50h compulsory training. It takes place during the welcoming week.
  - **Online training:** Each start-up has to choose minimum 3 courses (estimated on 50h per course) consisting of e-learning techniques, dealing with digital specializations based on metrics, SEM, usability, Mobile, etc.
- (3) **Mentoring** . Mentors will be assigned to each beneficiary, matched according to the specific project, stage of development, market strategies and capabilities of the team. IMPACT will offer to each beneficiary:
- **A Follow Up Individual Mentor:** A multidisciplinary mentor with experience in setting up and running start-ups. This mentor will guide and coach the beneficiary throughout the whole acceleration process helping them to meet deliverables and make the most of Investors Demo Day.
  - **On Demand Specialist Mentor Group:** These mentors are top professionals, specialists in a particular area that will have a number of available mentoring hours on hand. The pre-defined Mentorship areas are: Strategy & Biz Model, Product development, Marketing & Sales, Internationalization, Finance & Funding, Management, Legal and Technology (including FIWARE technology). Beneficiaries will contact them on demand to consult on particular technical issues through the acceleration program.
- (4) **Support in identification of Complementary Funding Opportunities.** This support will consist of:
- **Individual Reports on Funding** including tailored funding opportunities and tips for maximizing any external funding possibilities and access to on line information about funding programs which may be available to the beneficiaries.
  - **Workshops on European Funding Programs** matching the beneficiaries' interests with European Funding Programs, such as Horizon 2020 and offering them networking activities in order to promote collaborative projects, which are fundable under Horizon 2020 and other similar programs.
- (5) Finally, a **Demo Day** and a **Deceleration event** will take place  
In the Demo Day Beneficiaries will meet a group of investors, giving them access to an additional investment pool and allowing them to plan for future growth, scalability, and sustainability.  
In the Deceleration the start-ups will spend the time together in order to share ideas, experiences, support each other, learn from each other, share strategies, contacts, but also meet in an informal and fun way, aiming to improve the personal relationships.

## 10 Obligations of Beneficiaries

### 10.1 European Commission compliance

Each selected Beneficiary will sign the 'IMPACT Sub-Grant Agreement' with the consortium (as indicated in Section 8). The funds awarded under the Sub-Grant Agreement are provided directly



from the funds of the European Project IMPACT, and are therefore, funds owned by the European Commission: Management of the IMPACT funds has been transferred to the project partners in IMPACT via a European Commission Grant Agreement Number 632828.

The 'IMPACT Sub-Grant Agreement' will include a set of obligations the Beneficiaries have towards the European Commission. It is the task of the Beneficiaries to satisfy these obligations and of the IMPACT consortium partners to inform the beneficiaries about them.

## 10.2 IMPACT Reporting Requirements

Each beneficiary will have specific deliverables/objectives detailed in their Sub-Grant Agreement or annex to the same. In general, the specific deliverables/objectives will be tied to the following criteria:

Month	Deliverable	Support	
1	0	<ul style="list-style-type: none"> <li>Signature of Sub-Grant Agreement (SGA)</li> <li>FIWARE Technology Use Plan</li> </ul>	<u>M0 to M3</u> <ul style="list-style-type: none"> <li>25% of Funding</li> <li>Mentoring and/or training Voucher</li> </ul>
2	3	<ul style="list-style-type: none"> <li>Advanced prototype &amp; Enablers Use Case <b>or</b></li> <li>Commercial and Marketing Plan <b>or</b></li> <li>Any other deliverable specifically included in the Individual Mentoring Plan of each Beneficiary</li> </ul>	<u>M3 to M6</u> <ul style="list-style-type: none"> <li>50% of Funding</li> <li>Mentoring and/or training Voucher</li> </ul>
3	6	<ul style="list-style-type: none"> <li>Final application or service developed <b>or</b></li> <li>Market Implementation Plan and Metrics <b>or</b></li> <li>Any other deliverable specifically included in the Individual Mentoring Plan of each Beneficiary</li> </ul>	<u>Up to M6</u> <ul style="list-style-type: none"> <li>10% of Funding (after the final evaluation of the acceleration program)</li> <li>15% of Funding (subject to the last EC payment to Project Coordinator, foreseen between July'16 and December'16)</li> </ul>

For Web Entrepreneurs, an additional requirement in order to complete the 2nd Milestone and thus receive the second payment (Month 3) is to incorporate a company in one of the eligible countries (see Section 3.2).

At the end of each Reporting Period, IMPACT mentors and FIWARE experts will score each project according to its progress in all of the following categories:

1. **Business Performance:** In this section, firstly the mentors, in collaboration with the startup, will define upfront 2 businesses and 1 FIWARE KPI's that the startup must reach in each milestone in order to pass it. The achievement of this KPI's It will account for 35% of the final result (IMPACT team will give access to the logbooks prior to the first mentoring session). Secondly, the mentors and the FIWARE Experts will fill the required field in the Logbook after each session.
2. **Startup Performance:** In this category the main qualitative KPIs are collected and evaluated by the FollowUpMentors – FuM-. At each milestone (Mi1 & Mi2) FuM will judge the Startup's qualitative capabilities in order to have an overview of their ability to achieve its business objectives. It will account for 30% of the final result (this document will be provided by IMPACT team prior to the first mentoring session).
3. **Individual Mentoring Plan (IMP):** Is the initial assessment of each start-up carried out by IMPACT Selection Committee FuM will develop and actualize the IMP's mentoring and will

assess startups' accomplishments. IMP will account for 35% of the final result (this document will be provided by IMPACT team prior to the first mentoring session).

Each criterion will be scored from 0 to 10. The Beneficiaries, who fail to fulfil the conditions and deliverables included in their 'Sub-grant Agreements', and/or scoring less than 7 in any of the three business criteria or less than 5 in FIWARE criteria, will be reviewed by the Mentoring Committee (composed of one representative for each IMPACT partner). The Mentoring Committee may decide immediate termination of the Beneficiary's participation in the program, or concede a period to remedy. In the latter case, the infringing Beneficiary will receive a written notice requiring that such breach be remedied within 30 days. A formal communication will be sent to Beneficiaries in case of termination of participation in the program.

## 11 IMPACT Extended Investment Phase

The "Extended Investments Phase" applies to the beneficiaries who are interested in obtaining up to 250.000 €, on top of the EU funding, offered by the consortium as a whole, by an individual partner of the consortium or by any investment entity related or participated by the Project Partners (BGO, TU, ISDI or SEAYA), herein after, the Consortium.

Conditions:

- Beneficiaries must notify to the Consortium any investment round.
- This preemptive right to acquire the equity will be as a 1st Option.
- The extended investment will be up to 10% of the equity, applying a maximum discount of 25% to the consortium, in one or more investment rounds during the term of this clause on top IMPACT acceleration process. Over this percentage of equity NO discount will be applied.
- The extended investment can be offered from the beginning of the IMPACT Acceleration Program until 4 years after end of the Acceleration Program and even if the beneficiaries will have been invited to leave the IMPACT Acceleration Program.
- Beneficiaries are free to accept a possible additional investment offer.

## 12 Intellectual property rights

### 12.1 Originality of the sub-granted projects

The applicants base their proposals on original works and going forward any foreseen developments are free from third party rights, or they are clearly stated.

The IMPACT consortium is not obliged to verify the authenticity of the ownership of the future products and services and any issues arising from third party claims regarding ownership are the solely responsibility of the sub-granted parties.

## 12.2 Ownership of the sub-granted projects results

The ownership of all IPR created by the Beneficiaries, via the IMPACT funding, will remain with the beneficiaries, who will be the unique owners of the technologies created within the framework of their sub-granted projects.

## 12.3 IPR obligations of the Beneficiaries towards the EC

There are no IPR obligations toward the European Commission (EC). Yet, any communication or publication of the Beneficiaries shall clearly indicate that the project has received funding from the European Union, the FI-PPP and IMPACT accelerator displaying the EU, FIWARE and IMPACT logo on all printed and digital material, including websites and press releases. Moreover, Beneficiaries will agree that certain information regarding the projects selected for funding, can be used by IMPACT for communication purposes.

## 12.4 Obligations of the Beneficiaries towards FIWARE

FIWARE technology is open source software. No access rights or license fees will be requested for utilising the FIWARE technology throughout the duration of the project. However, the use of FIWARE technologies may involve the acceptance and use of different open source technologies with licensing agreements and it will be the sole responsibility of the sub-grantees to be aware of these licenses.

# 13 Support to Applicants

For more information about the IMPACT Open Call, please check the FAQs section included in IMPACT website <http://www.impact-accelerator.com/>

For further information on the call or if you have any doubts relating to the eligibility rules or the information that is to be provided in the Application Form, please contact the **Open Call Helpdesk** email: [opencall@IMPACT-accelerator.com](mailto:opencall@IMPACT-accelerator.com)

If you encounter technical issues or problems with the Application Form, please contact the **Technical Helpdesk** email: [info@fundingbox.com](mailto:info@fundingbox.com)

When contacting the Technical Helpdesk, please include the following information in your email message:

- Your telephone number and your email address
- Details of the specific problem (error messages you encountered, if there is a bug in the form. i.e. if a dropdown list isn't working, etc)
- Screenshots of the problem.



## 14 ANNEX I: Open Call Timeline

