

## Introduction

In order to submit your CreatiFI Application form, you need to go through all the ten steps. As you can see on the left, there are 10 steps in total, starting from "Step 1: General Project data" on this page and ending with "Step 10: Declaration and Selection of Hubs ."

Should you wish to work with other people on filling out the Application form, you can click on "My Company," on the left side of the screen, in order to invite your team members.

Please note, that you are **able to change the Application form as long as you have not submitted it.**

In order to be eligible Applicants must fill in the European Commission requested questionnaire.

### 1.1. Project name \*

*You and your team members will be linked to this project name in any future open calls.*

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### 1.2. Who is submitting this Application? \*

| Company category    | Employees   | Turnover | or | Balance sheet total |
|---------------------|---|----------|----|---------------------|
| Medium-sized        | < 250   | ≤ € 50 m |    | ≤ € 43 m            |
| Small               | < 50  | ≤ € 10 m |    | ≤ € 10 m            |
| Micro               | < 10  | ≤ € 2 m  |    | ≤ € 2 m             |
| Team of individuals | Group working together with at least one person self-employed | n/a      |    | n/a                 |
| Individual          | One person self-employed                                      | n/a      |    | n/a                 |

By clicking on the link below, you will find the official EC information on SMEs:

- [The new SME definition](#)

- Registered Company, Medium Sized
- Registered Company, Small
- Registered Company, Micro
- Non-registered company, Registered self-employed (Applicant) with additional team members
- Non-registered company, Registered self-employed (Applicant)

**2.1. Name of Applicant \***

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**2.2. VAT number**

**2.3. Home address Applicant \***

**2.4. Add team members**

**Team member 1**

Male  Female

**2.5. Team Description**

List the names and relevant experience of the people that will be involved in the project. Add links and descriptions about past projects which might be interesting to prove your experience to accomplish this one:

Note: you can also upload a 1 page CV here.

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### 3.1. Description of business idea \*

Please describe below the product or service you want to develop

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### 3.2. Supporting materials

Please provide information on the below mentioned topics. Various formats can be used: presentation, PDF or video (maximum length, 2 minutes).

1. Management team
2. Customer problem
3. Product or service that you will offer
4. Target market / customers
5. Sales & marketing strategy
6. Business model
7. Competitors
8. Competitive advantage / USP
9. Challenges and risks

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### 3.3. What is the maturity of your business idea? \*

- Idea only
- Prototype ready
- Full product ready
- Running business

### 3.4. Level of innovation \*

- Improvement of existing approach - Incremental
- New approach
- Disruptive

Please, upload a mockup of your application in the format of your choice (drawing, presentation, wireframes, video, etc.).

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#### 4.1. Give a short description of the mockup \*

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#### 5.1. Milestones \*

Please, provide below the planning in the form of a series of milestones. Enter date in format (DD/MM/YYYY).

**Name** **Deadline** **Status** **Responsible**

### 5.2. Basic cash flow forecast

Please give us estimates on how you would spend the grants in the event your Application is selected.

Please keep in mind that grants will be distributed as follows:

- EUR 10,000: January 2015, hence in Q1-2015
- EUR 25,000: April 2015, hence in Q2-2015
- EUR 50,000: August 2015, hence in Q3-2015
- Q4 2015, no grants will be given (do fill in your costs in Q4 2015)

#### Cash flow plan

At this stage, all Applicants need to provide a simple cash flow based on the template inserted below.

Please complete the customized integrated financial modelling tool below with the best estimates for your project, using the indicated categories.

The simple cash flow planning, together with the milestone planning will be closely evaluated by the reviewers.

Please keep in mind that after entering numbers in the grid, you have to press de RED recalculation button.

| 2015 Q1   |         |         |         |         |        |        |
|---|---------|---------|---------|---------|--------|--------|
| Account   | 2015 Q1 | 2015 Q2 | 2015 Q3 | 2015 Q4 | 2015   |        |
| 1   |         |         |         |         |        |        |
| 2   |         |         |         |         |        |        |
| 3   |         |         |         |         |        |        |
| 4   |         |         |         |         |        |        |
| 5   |         |         |         |         |        |        |
| 6   |         |         |         |         |        |        |
| 7   |         |         |         |         |        |        |
| 8   |         |         |         |         |        |        |
| 9   |         |         |         |         |        |        |
| 10  |         |         |         |         |        |        |
| 11  |         |         |         |         |        |        |
| 12  |         |         |         |         |        |        |
| 13  |         |         |         |         |        |        |
| 14  |         |         |         |         |        |        |
| 15  |         |         |         |         |        |        |
| <b>Beginning of period</b>  |         |         |         |         | € 0,00 | € 0,00 |
| FIWARE grants   |         |         |         |         | € 0,00 | € 0,00 |
| <i>Note: please always enter cash out in negative amounts. Use minus sign</i> |         |         |         |         |        |        |
| Manpower  |         |         |         |         | € 0,00 | € 0,00 |
| Equipment   |         |         |         |         | € 0,00 | € 0,00 |

|   |  |               |               |               |               |               |
|---|--|---------------|---------------|---------------|---------------|---------------|
| Travel  |  | € 0,00        | € 0,00        | € 0,00        | € 0,00        | € 0,00        |
| Third party   |  | € 0,00        | € 0,00        | € 0,00        | € 0,00        | € 0,00        |
| Other, specify by adding subaccounts pressing the + |  | € 0,00        | € 0,00        | € 0,00        | € 0,00        | € 0,00        |
| <b>Total</b>  |  | <b>€ 0,00</b> | <b>€ 0,00</b> | <b>€ 0,00</b> | <b>€ 0,00</b> | <b>€ 0,00</b> |
|   |  |               |               |               |               |               |
| <b>End of period</b>                                |  | <b>€ 0,00</b> | <b>€ 0,00</b> | <b>€ 0,00</b> | <b>€ 0,00</b> | <b>€ 0,00</b> |
|   |  |               |               |               |               |               |

### 5.3. Required resources and skills \*

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### [Available 3700 of 3700 characters] 5.4. Challenges and risks \*

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### 6.1. Intellectual property

Does the Applicant hold intellectual property rights with respect to the proposed business idea?

- No
- Patent pending
- Patents
- Copyrights
- Utility models
- Trade marks
- Design
- Licenses
- Other

Note

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### 7.1. FIWARE technology

You can find a description of the FIWARE generic enablers under [catalogue.fi-ware.org/](http://catalogue.fi-ware.org/) and a description of the FIcontent specific enablers under [mediafi.org/open-platforms/](http://mediafi.org/open-platforms/) .

Which FIWARE technology chapter best describes your needs to build your prototype?

- Advanced Middleware and Web User Interfaces
- Applications/Services Ecosystem and Delivery Framework
- Cloud Hosting
- Data/Context Management
- Interface to Network and Devices
- Internet of Things Services Enablement

### 7.2. FIWARE technology and enablers

Please indicate which FIWARE enablers you plan to use to build your prototype.

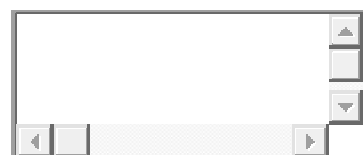
If the enablers do not appear on the list below, type the name of the enabler in the free text below.

Please, only use the official names from the [FIWARE Catalogue](http://FIWARE Catalogue)

- 3D-UI-XML3D
- 3DUI – WebTundra
- Access Control - THA Implementation
- Application Mashup – Wirecloud
- Backend Device Management – IDAS
- BigData Analysis – Cosmos
- Complex Event Processing (CEP) - IBM Proactive Technology Online
- Configuration Manager - IoT Discovery
- Configuration Manager - Orion Context Broker
- Gateway Data Handling GE - EspR4FastData
- GIS Data Provider - Geoserver/3D
- IaaS Data Center Resource Management GE - IBM Implementation

- Identity Management – KeyRock
- Interface Designer
- Marketplace - SAP RI
- Monitoring GE - TID Implementation
- NEC IoT Broker
- Network Information and Control - OFNIC Uniroma
- Object Storage GE - FI-WARE Implementation
- PaaS Manager – Pegasus
- POI Data Provider
- Policy Manager – Bosun
- Protocol Adapter - MR CoAP
- Publish/Subscribe Context Broker - Orion Context Broker
- Real Virtual Interaction
- Repository - SAP RI
- Revenue Settlement and Sharing System
- Security Monitoring
- Self-Service Interfaces - Cloud Portal (UPM)
- Software Deployment and Configuration – Sagitta
- Store – Wstore
- Stream-oriented – Kurento (recommended by CREATE-NET)
- Synchronization
- Virtual Characters
- No any of generic enablers

Note



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### 7.3. FIWARE commitment

If, at this stage you do not have a clear idea of the technological infrastructure, confirm that you are committed to using FIWARE by ticking the statement below.

- Yes, I commit to using FIWARE open source components
- No, I cannot commit to using FIWARE open source components

Note

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### 8.1. Funding

In case the Applicant has received funding before, please provide information on the received funds

Have you received funding?

- Yes
- No

### 9.1. Motivation

Please elaborate why your idea/concept should be selected.

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### 9.2. Additional information

If there is any additional information regarding your Application you would like to share, you can use the section below.

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### 10.1. Declarations by the Applicant \*

- The Applicant states not to have submitted the same proposal to more than 3 other FIWARE Accelerators.
- The Applicant states that in the case, his/her proposal is accepted by one of the FIWARE Accelerators, he/she will immediately notify the other Accelerators with whom it applied the same proposal.
- The Applicant states that he/she will not accept any funding or financing aid of more than one FIWARE Accelerator.
- The Applicant is aware that in case he/she is short-listed, he/she will have to attend the pitching day on the 16th-17th December 2014 in the location of the Hub to which the application was sent.
- In case the Applicant is accepted in the FIWARE program, he/she will notify the The CreatiFI Consortium with an official VAT number.

**10.2. Select your Hub**

As a final step in the Application process you have to select one region/hub to which you submit your application.

Further to this, the selected Hub will handle your Application and will act as your contact. Once your Application is shortlisted, this Hub will also be the location for the required pitch, the final evaluation step. (16-17/12/2014)

Please select the hub in the dropdown menu below the map of Europe, that is associated with your country below:

| BeNeLux   | Italy   | Scandinavia   | Spain   |
|---|---|---|---|
| Austria<br>Belgium<br>France<br>Germany<br>Ireland<br>Luxembourg<br>Netherlands<br>United Kingdom | Bulgaria<br>Croatia<br>Cyprus<br>Czech Republic<br>Greece<br>Hungary<br>Italy<br>Malta<br>Romania<br>Slovenia | Denmark<br>Estonia<br>Finland<br>Latvia<br>Lithuania<br>Poland<br>Slovakia<br>Sweden<br>-----<br>Associated:<br>Norway<br>Iceland | Portugal<br>Spain<br>-----<br>Associated:<br>Turkey<br>Moldova. |
| Associated:<br>Israel<br>Switzerland  | Associated:<br>Albania<br>Bosnia and Herzegovina<br>Yugoslav Republic of Macedonia<br>Montenegro<br>Serbia    |   |   |



## Required Questionnaire

### 1.1. Proposal Originality \*

Is there a baseline or is this a new initiative?

- Completely new approach - Disruptive
- Improvement of existing approach - Incremental

### 1.2. Proposal Maturity

At what stage of readiness is the initiative? Select the highest degree of readiness from the list.

- Basic principles of product/service understood
- Technology concept for product/service defined
- Experimentation has demonstrated approach
- Product/service validated in laboratory environment
- Product or service demonstrated with complete infrastructure required for deployment
- Product or service demonstrated in market environment
- Product or service demonstrated in operational environment
- Product or Service tested and validated in operational environment
- Product or service already exists as commercial offering - fully operational

### 1.3. Position in the FIWARE value-chain \*

How does the applicant see his/her position in the ecosystem?

- Developer of FIWARE enabler
- Application developer
- Service provider
- Market facilitator
- Technology partner for others
- Training provider

### 1.4. Innovation Idea \*

Where do the needs and/or requirements come from. Select all that apply?

- Competitor
- Client
- Stakeholder community
- Internal user
- Beta client
- Literature / technology roadmap
- Market research
- Applicant's perception of gap

### 2.1. Organisation Size \*

Number of people employed in the organisation

- 0-1
- 2
- 3-5
- 6-10
- 11-49
- 50-99
- 100-249
- 250-1000
- > 1000

### 2.2. IPR \*

Does the Applicant hold intellectual property rights in the proposal domain?

- No
- Patent pending
- Patents
- Copy rights
- Utility models
- Trade marks
- Design
- Licenses

### 2.3. Types of Staff \*

Select the staff types that are currently present in your organisation

- Marketing / Sales
- Budget and Finance
- Developers
- Technical Architect
- Customer Service
- Management
- R&D

### 2.4. Years of operation \*

Number of years the proposer's organisation has existed

## 2.5. Principal Market Focus \*

Organisation's current principal market

- Agriculture, construction, mining
- Discrete manufacturing
- Process manufacturing
- Transport
- Communications
- Utilities
- Wholesale
- Retail
- Banking
- Insurance
- Other finance
- Business services
- Central government
- Local government
- Education
- Health
- Home
- Logistic
- Other

## 2.6. Management expertise \*

Indicate the level of management experience, e.g. in the field of marketing, business strategy, budgeting or leadership?

- No experience
- Some experience
- Experienced
- Very experienced

## 3.1. Technology experience \*

Indicate the level of technical experience in the target domain of your proposal

- No experience
- Some experience
- Experienced
- Very experienced

### 3.2. Realisation of technology \*

Are you able to develop and market the technology internally?

- We need additional external technological resources to develop the product
- We need additional external market know-how to develop a target-oriented product
- We need additional external production know-how to get the product into the market
- We need additional external production capacities to produce the innovation
- We have the necessary expertise within the existing team

### 4.1. Market sector \*

Please indicate the projected increase in users/clients on a yearly basis

- Agriculture, construction, mining
- Discrete manufacturing
- Process manufacturing
- Transport
- Communications
- Utilities
- Wholesale
- Retail
- Banking
- Insurance
- Other finance
- Business services
- Central government
- Local government
- Education
- Health
- Home
- Logistic
- Other

### 4.2. Market type \*

Type of customer that will use the product or service. Select all relevant answers.

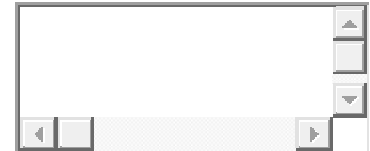
- Consumer
- Business
- Government
- Indifferent

#### 4.3. Geographical Scope \*

Select target geographic areas for the proposed product or service

- AMER (Americas)
- EMEA (Europe, Middle East, Africa)
- APAC (Asia Pacific)
- Local (specify)
- Regional (specify)
- National (specify)
- Global (specify)

Note



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#### 4.4. Competition \*

Describe the current competitive situation of your target market.

- No competition
- Competition is disorganised
- Competition exists
- Very competitive market

#### 4.5. Expected Yearly Growth Rate of Users \*

Please indicate the projected increase in users/clients on a yearly basis



**5.1. Business model \***

What is the maturity level of your business model?

- No business model yet
- Initial description of the target market
- Initial description of the customer / customer value
- Initial description of the external value network
- Initial description of the necessary resources and competences
- Initial description of the internal value chain
- Initial description of the cost structure
- Initial description of the profit structure
- Initial description of the business strategy
- Detailed description of the target market
- Detailed description of the customer / customer value
- Detailed description of the external value network
- Detailed description of the necessary resources and competences
- Detailed description of the internal value chain
- Detailed description of the cost structure
- Detailed description of the profit structure
- Detailed description of the business strategy
- Detailed knowledge of the interaction of each business model element

**5.2. Cash Flow \***

Have you prepared a cash flow analysis?

- Yes  No

**5.3. NPV, ROI, Breakeven \***

Have you calculated the potential NPV, ROI and breakeven for your initiative?

- Yes  No

**6.1. Potential User Benefits \***

Select the most important benefits of your product / service

- Reduce Cost to Users
- Increased quality
- Reduces User's current time commitment
- Increase ease of Use of technology
- Increase accessibility of technology

### 6.2. Potential Economic Benefits \*

Select the most important benefits of your product / service

- Creates jobs
- Stimulates economic growth
- Increases Knowledge based economy
- Reduces vendor lock-in
- Increases European innovation-based assets

### 6.3. Potential Societal and Environmental Benefits \*

Select the most important benefits of your product / service

- Creates jobs
- Reduce digital divide
- Increase Quality of Life
- Increase Citizen participation
- Reduce energy consumption
- Reduce emissions
- Reduce traffic
- Increase enviromental awareness

