

# Session Proposition. Share-PSI 2.0 Lisbon Workshop

**FINODEX, A START-UP ACCELERATOR FOR THE CREATION OF PRODUCTS AND SERVICES BASED ON OPEN DATA AND FIWARE TECHNOLOGIES** [WWW.FINODEX-PROJECT.EU](http://WWW.FINODEX-PROJECT.EU)

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## ABSTRACT

The whole idea of this session is facilitating the debate about the project FINODEX and the generation of business from the re-use of open data. FINODEX, which stands for Future Internet Open Data Expansion, is a European Project co-funded by the European Commission whose main goal is fostering the creation of innovative services and products based in open data and in the developments coming from other EU-projects within the Future Internet Public Private Partnership, FI-PPP.

The FI-PPP has been in charge of the creation of the biggest European platform for developers, FIWARE, which seeks to provide a truly open, public and royalty-free architecture and a set of open specifications that will allow developers, service providers, enterprises and other organizations to develop products that satisfy their needs while still being open and innovative [1].

FINODEX is an accelerator for SMEs and Web Entrepreneurs from Europe, offering funds and services totally free and under a two open calls scheme. The first of those will be closing the following 19<sup>th</sup> of December and a new one is planned for the spring of 2015.

Within this session, FINODEX call for proposals will be briefly introduced to open then the conversation about the first call itself, our expectative for new businesses generation thanks to FINODEX, sort out any kind of doubt about the operative of the project and have a debate about the business models that can be attached to open data in a wider sense.

## TARGET AUDIENCE

The expected audience for this session are mainly SMEs, entrepreneurs or representatives of organisations and networks able to reach them. Anyone interested in business models and open data is more than welcome.

## INTRODUCTION

FINODEX is a project born to provide new economic and societal value to the European society, through the promotion and the support of innovative ICT services based on FIWARE technologies and the massive reuse of open data while involving the SMEs and Web entrepreneurs on their creation. They will be able to take advantage of the availability of open data and FIWARE technologies to create, in a fast and affordable way, innovative services able to bring a massive impact in society and under different domains: health, transport, environment, economy or even a bottom-up approach. FINODEX will offer five free different services to SMEs and entrepreneurs:

- **FUND:** €4.64M via 2 open calls following the called Lean Start-up approach. A single project could receive from €10K to €170€.
- **SUPPORT:** information about the open calls, technical and business support services.
- **TEACH:** tailored training on business planning and on technical requirements.
- **CONNECT:** with other FIWARE initiatives, relevant stakeholders.
- **INVEST:** gathering private investors for the sustainability of the products/services created.

For a SME or Web Entrepreneur is a unique opportunity to obtain funds and specialised assessment to create new businesses, products or services guided by a group of experienced partners: ZABALA Innovation Consulting in innovation management, Trento Rise in start-up programmes and open data, Copenhagen Business School on business training tasks, Engineering as a technical expert on FIWARE technologies, ASOLIF providing SMEs specialised on open source software and Europe Unlimited as an expert on private networks for investment

Applying the innovative Lean Start-up methodology for new businesses generation, FINODEX will be able to provide services up to 100 different projects from all over Europe making use of the so-called funnel approach, where, from the initial 100 funded projects and after different stages and internal evaluations, around 20 will be incubated, which includes access to further investment opportunities and the generation of sustainable new businesses, products and services based on FIWARE technologies and open data.

## THE SESSION SCHEME

1. **INTRODUCTION TO FINODEX ACCELERATOR** (5 min). FINODEX project will be briefly introduced to the audience, defining the main steps of the open call, the general conditions of the funding and services offered by the consortium of the project and the steps that a proposal should have. It is strongly recommended to have a look on the general presentation of the project [2][3] and the documentation of the call [4].
2. **Q&A AND DEBATE ABOUT FINODEX** (10 min). The second part of the session will debate the mechanisms of the call itself. Doubts regarding the procedures, the kind of funding or legal implications of any participant, etc. will be answered. It is expected that the participants can even ask questions about a concrete idea or present problems that are being faced in the request of the funds
3. **FUNDERS AND ENTREPRENEURS** (15 min). This part of the session will be looking for answers to questions like do we talk a same language? What are the main problems to understand each other? Business focus or technology focus?
4. **IS THERE A BUSINESS OF OPEN DATA?** (15 min) Exchange of successful cases of companies known by the audience which are currently making a business out of open data. The known cases could be compared to what is mentioned in “Eight Business Models Archetypes for PSI Re-Use”[5], “How to make a business case for open data?”[6] or the “Open Data 500”[7] study.
5. **ENTREPRENEURS AND OPEN DATA** (15 min). Another topic for discussion will be how entrepreneurs are or are not re-using open data in their businesses, difficulties found by them (both technical and economic) and the existence of other open data incubators trying to boost the data economy.
6. **SUMMARY** (5 min). Agreeing some headlines about the session and populating a list of participants which could keep in touch after the workshop to explore common opportunities and projects in cooperation.

[1] <http://www.fiware.org/about/>

[2] <http://www.slideshare.net/finodexproject/finodex-general-presentation-about-the-project>

[3] <http://youtu.be/GhyJcL1XRp0>

[4] [http://www.finodex-project.eu/FINODEX\\_Open\\_calls](http://www.finodex-project.eu/FINODEX_Open_calls)

[5] [http://www.w3.org/2013/04/odw/odw13\\_submission\\_27.pdf](http://www.w3.org/2013/04/odw/odw13_submission_27.pdf)

[6] <http://theodi.org/guides/how-make-business-case-open-data>

[7] <http://opendata500.com>