



# Second Open Call

Compilation of Open Call Text and related Documentation for the 2<sup>nd</sup> Open Call of the FInish Accelerator

<b>FIWARE Accelerator:</b>	FInish
<b>Open Call 2    Opening</b>	March, 17 <sup>th</sup> 2015
<b>                                  Closure</b>	May, 12 <sup>th</sup> 2015, 18:00 CET
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Further information and online application tool available:

[www.FInish-Project.eu](http://www.FInish-Project.eu)

## The Finish Accelerator

The Finish accelerator will sub-grant small and medium sized enterprises (SMEs) as well as web-entrepreneurs that are proposing the development of new software applications that are utilising FIWARE technologies and/or the FIspace platform.

This shall result in the development and operation of intelligent systems for dynamic supply chains of perishable products such as food and flowers. Therefore, envisaged developments shall address the domains of agri-food supply chain, transport, logistics, food manufacturing/processing and/or retail of food/flowers. Potential synergies with other fields like e.g. smart cities, health awareness and/or multimedia are welcome and shall be highlighted to see additional potentials of a proposed solution.

The Finish accelerator is aiming at the sub-granting of proposals that have a clear business impact. Therefore, proposers shall identify and clearly outline the following:

- Business needs of user communities and
- Creative ideas & technological opportunities for the software SME/ web-entrepreneur.

Finish recommends addressing regional clusters that include close synergies with regional developments & policies that are embedded in European networks to assure a large reach out and business success after developing the proposed solution. To facilitate the provision of software services to a critical mass of developers and end-users, Finish promotes the usage of the FIspace platform. This homogeneous platform will offer Apps in its App store, while allowing for their combined/synergetic usage. This shall specifically enlarge the number of services/applications available in the FIspace store as a whole.

Therefore, it is the objective of Finish to enable seamless B2B collaboration for end-users and empower related companies including SMEs and new players to set up and participate in new regional, horizontal and vertical collaboration quickly and at minimal costs. By supporting this, Finish wants to promote an impulse to the shift from cost-driven to value-based, information-rich supply chains, which will significantly increase the added value, competitiveness and sustainability of the domain.

More specifically, Finish aims to:

1. Empower small & innovative ICT players to develop high-quality and high-impact solutions for food and flower supply chain networks based on FIWARE technologies.
2. Develop a large set of innovative and technologically challenging services and applications for virtualisation, connectivity and intelligence of food and flower supply chain networks.
3. Promote the usage of FIWARE technologies and concepts.
4. Support SMEs in creating high-impact applications and helping to market their Apps cross border in specialised EU markets and beyond.
5. Ensure business value of services/applications for collaborative business networks in food & flower business networks.

## Consortium

ATB Institut für angewandte Systemtechnik Bremen GmbH; Germany

DLO Stichting Dienst Landbouwkundig Onderzoek; The Netherlands

Euro Pool System International (Deutschland) GmbH; Germany

CentMa GmbH; Germany

iMinds; Belgium

CBHU Campden BRI Magyarország Nonprofit Kft.; Hungary

DCS Fondazione Democenter-Sipe; Italy

EBILTEM Ege University Science and Technology Centre; Turkey

## Document Summary

This report compiles all the different documents, forms and explanations that are required for preparing and realising the Finish open Call for sub-grantees. The different elements are made public, to assure a transparent process and to explain the overall approach applied by the Finish consortium.

As it seems appropriate, the different elements within this report are also made available via the presentation of the Finish accelerator within the Internet. However, this report compiles the main information that is relevant for applicants when aiming to submit an application.

Main entrance point to submit proposals in the scope of FIWARE is: <http://www.fiware.org/accelerators/>

Especially the FIWARE website (<http://www.fiware.org/>) is offering additional information for applicants. Finally, an application for the Finish accelerator needs to be submitted via a dedicated submission tool that is available at the accelerator website <http://www.finish-project.eu>

## More Information

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## Abbreviations

App	Software Application	IoT	Internet of Things
B2B	Business-to-Business	IP	Intellectual Property
D	Deliverable	IPR	Intellectual Property Rights
DoW	Description of Work	KPI	Key Performance Indicator
EC	European Commission	M	Month
e.g.	Exempli gratia = for example	MS	Milestone
EU	European Union	NCP	National Contact Point
EC	European Commission	RTD	Research and Technological Development
FAQ	Frequently Asked Questions	SE	Specific Enabler
FIA	Future Internet Assembly	SME	Small and Medium Sized Enterprise
FI-PPP	Future Internet Public Private Partnership	ST	Sub-Task
FIWARE	Future Internet ware	T	Task
FP7	Framework Programme 7	WE	Web-Entrepreneur
GA	Grant Agreement	WP	Work Package
GE	Generic Enabler		
i.e.	id est = that is to say		
ICT	Information and Communication Technology		

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# 1 Introduction

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This report compiles all the different documents, forms and explanations that are required for submitting proposals for the second Open Call of the Finish accelerator. The different elements are also published via the Finish website [www.finish-project.eu](http://www.finish-project.eu) to assure a transparent process and to explain the overall approach applied by the Finish consortium.

As it seems appropriate, the different elements within this report will be offered as separate document templates to facilitate the preparation of proposals.

However, this report shall also facilitate the review of the call related documentation for being able to identify missing information as well as to avoid any inconsistencies of the material itself.

## 1.1 Content of the Document

The report includes the following parts:

- The Open Call Text is presented in section 2. It summarises the overall intention of the Finish accelerator to understand the envisaged purpose developments shall generally satisfy. This is crucial for potential applicants to understand the main business and technological perspectives that shall be addressed by proposed developments. At the same time, it also highlights the envisaged potentials and value propositions that are expected by addressing the Finish accelerator objectives, and gives general information for applications on the selection and evaluation of proposals. Furthermore, potential applicants will be informed about the available support activities the Finish accelerator will offer.
- The Guide for Applicants presented in section 3 can be considered as a checklist when aiming at the preparation of an application. It lists the different aspects, procedures and rules that need to be taken into account. All applications shall fully comply with the rules mentioned in those guidelines to be eligible.
- Every applicant has to prepare a proposal that can be evaluated in accordance to the Finish evaluation criteria. To facilitate the evaluation procedure, section 4 provides a Proposal Template that shall be followed.
- There are general questions that could come up, when an organisation is planning to prepare a proposal. We already identified several Frequently Asked Questions in section 5, which are also available at <http://www.finish-project.eu/faq/>. We will update the FAQ at <http://www.finish-project.eu/faq/> regularly in the course of the Finish accelerator.
- To facilitate the evaluation procedure of received applications and to transparently document the evaluation process, section 6 presents the Evaluation that shall be used by the evaluators.
- Section 7 includes the Declarations a potential proposer needs provide together with the application to proof its eligibility for the open calls in the Finish accelerator. Section 7.1 presents the Letter of Intent for Business Partner Organisation that need to be provided, declaring that at least one additional business end user type organisation is willing to contribute to the realisation of the proposed application. Moreover, each proposing organisation need to comply to the SME criteria. Therefore, section 7.3 includes an SME Self-Declaration that need to be filled and signed. Moreover, identical applications by one applicant must not be funded by more than one accelerator. Moreover, it needs to be stated, that the prepared proposal is asking for a grant that is solely used for the realisation of a software application. This means that any software that is already available, cannot be additionally paid as contribution to the overall organisation's financing. Therefore, the applicant has to sign the Declaration of unique submission provided in section 7.5.
- Section 8 provides a short guideline on ethics.

Further information on overall programme matters are provided on other FIWARE related websites. Specifically the following shall be mentioned:

- FIWARE software catalogue <http://catalogue.fiware.org/> providing access to software resources to be used for the development of Future Internet software applications.
- FIspace project – Development of a B2B collaboration platform to be specifically used by Apps to be funded by Finish <http://www.fispace.eu>
- The Finish website will be updated regularly to provide most recent information <http://www.finish-project.eu>

## 1.2 Key Questions answered in the Document

The document compiles all the information a proposer would require for getting started to submit a proposal. It answers several questions. The following list of questions is highlighting where a reader could find the corresponding answers:

- What is Finish looking for and what are the overall requirements? → read chapter 2.
- Which business sectors need to be addressed by a proposal? → read section 2.2.2
- How much funding is available? → read section 1.3
- Who could apply for funding? → read section 3.2
- How to prepare a proposal? → read section 3.3.1 and use chapter 4
- What needs to be signed? → read section 7
- How are the proposals being evaluated? → read section 6
- I have a lot of open questions, others might have asked before → read section 5

## 1.3 Core Facts of the Finish Accelerator – How much funding for what?

Finish is one of the 16 accelerators in the third phase of the Future Internet Programme.

<b>Acronym:</b>	Finish
<b>Full title:</b>	Food Intelligence and Information Sharing for Business Collaboration enabled by the Future Internet
<b>Business Domain:</b>	Supply Chain of Perishable Food and Flowers; addressing solutions that will help to improve and provide a business value for e.g. growers, traders, processors, manufacturer, retailers, transport, logistics, service providers, end consumers in the food and/or flower chain.
<b>Target Audience:</b>	SMEs, web-entrepreneurs, start-ups
<b>Start of Finish:</b>	September 1 <sup>st</sup> 2014
<b>End of Finish:</b>	August 31 <sup>st</sup> 2016
<b>Overall Funding:</b>	4.88 Mio Euro for sub-grantees in 2 Open Calls for Apps 250 kEuro for Apps provided by competitions 150 kEuro for awarding the best Apps
<b>Call 1:</b>	Closed
<b>Call 2:</b>	Open from March, 17 <sup>th</sup> 2015 – May, 12 <sup>th</sup> 2015, 18:00 CET Proposed projects shall generally last 6-12 months – Total Budget 2.5 Mio Euro Proposed projects shall not exceed the request for a grant larger than 150 kEuro
<b>Competitions:</b>	To be defined
<b>Awards:</b>	To be defined
<b>Technology:</b>	Proposed projects must make use of FIWARE technologies ( <a href="http://catalogue.fiware.org/">http://catalogue.fiware.org/</a> ) and/or the FIspace platform ( <a href="http://fispaces.eu">http://fispaces.eu</a> )

## 2 Open Call Text

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### 2.1 Key objective addressed by Finish

Finish is an accelerator within FIWARE and will provide grants to enable the realisation of innovative software applications for supply chains of perishable products such as food and flowers that are utilising [FIWARE technologies](#) and the [Flspace platform](#). In general, proposed solutions shall target at new ways to facilitate the seamless business to business collaboration in complex supply chains and networks for the benefit of all actors as well as directly or indirectly providing benefits for consumers. However, proposed solutions shall specifically allow end-users (majority are SMEs in this business domain) to easily and quickly set up and participate in new regional, horizontal, and vertical collaboration at minimal costs.

### 2.2 Target Audience, Available Budget and Basic Conditions

#### 2.2.1 Target Audience – Finish Open Call for Development of Software Applications

The open call is addressing software developing SMEs, web-entrepreneurs and start-ups. Those organisations can submit a proposal to request a so-called ‘sub-grant’ from the Finish accelerator.

In general, the proposer shall to team up with a food chain related business partner (e.g. grower, trader, retailer, service provider, processor, manufacturer as well as not for profit user organisations or associations/ networks, public authorities) that is willing to specifically invest effort and/or equipment for e.g. requirements analysis, test and validation of the proposed solution. This shall specifically assure a proper business impact of the proposed solution.

#### 2.2.2 Agri-Food Problem Context and Relevant Business Actors

The supply of fresh food products is of vital importance to feed Europe in a healthy way, while Europe has also an important role in feeding the world. At the same time, food products and other perishables such as flowers impose very challenging demands on the management of its supply chains. Due to the high perishability, quality conditions including temperature has to be controlled from farm to fork, order-to-delivery lead-times are very short (while volumes are high) and supply chains have to deal with unpredictable variations in quality and quantity of supply. Consequently, planning, control and processing systems need to be very flexible, enabling last minutes changes and re-allocations, but also pro-actively enabling early warning and preventive control. Furthermore, in the past years numerous food calamities have required massive product recalls, e.g. the E. coli outbreak and the horse meat scandal. As a result there is a clear need for high-speed, high precision methods for product recalls and highly transparent product tracing approaches. Finally, new solutions can also provide a new dimension of information and added value services to the consumer as well as to even initiate communication between B2B networks and consumers as the very final customer.

Finish will support ecosystems of agri-food and supply chains/networks, aiming to bring together

- business needs of technology end-user communities represented by actors like farmers, traders, retail and supply chain service providers with
- creative ideas & technological opportunities of software SMEs and web-entrepreneurs.

***It will be appreciated if potential solutions can be used by numerous users, like producer groups and/or virtual/extended enterprises.*** This can take into account the business collaboration in networks from different perspectives – taking into account potentials for vertical, horizontal, regional as well as dynamic collaboration in networks that are active either in a local environment or in an international setting.

#### 2.2.3 Available Budget and Call Schedule

The Finish accelerator organises its 2<sup>nd</sup> open call for proposals that has ca. 2.5 Mio Euro available for sub-grants.

The second call will be opened on March, 17<sup>th</sup> 2015 and closed at May, 12<sup>th</sup> 2015, 18:00 CET. Proposed projects shall generally last some 6 to 12 months, but have to be terminated latest in June 2016. The requested funding that is requested for one applicant to develop one or several Apps that are funded by Finish must not exceed 150 kEuro.

## 2.2.4 Intellectual Property Rights

All results that are developed by the envisaged sub-grantee will remain its own property and can be used without any limitation for commercialisation after the finalisation of the proposed development.

Due to the nature of the Future Internet programme, the sub-grantee needs to use results from phase 1 and 2 of the programme – the FIWARE technologies, developed by different consortia or individual organisations. The IPR and related licenses are published by the related owner of the results and need to be taken into account accordingly.

Other available resources (e.g. own developments or other open source) can also be reused for development. However, results that are not developed in the scope of the proposed project cannot be ‘sold’ in the scope of the sub-grant. If there is a need to reimburse the usage of certain consumables or equipment, it needs to be clearly explained within the proposal.

## 2.2.5 Contribution to the Future Internet Programme

Prerequisite for asking for a sub-grant is the usage of results provided by the Future Internet programme. Therefore, Finish promotes and supports the use of the FIWARE technologies<sup>1</sup>. It recommends the usage of the FIspace platform<sup>2</sup> as a basis when developing novel software applications. The applications to be developed need to make usage at least of FIWARE technologies (i.e. either the FIspace platform and/or other Generic Enablers). However, it is also recommended that applications to be developed

- take advantage of the FIspace platform capabilities for business collaboration,
- be provided via the FIspace store, while
- software developers can use the FIspace software development kit to facilitate implementation.

Also technologies provided by other FIWARE projects like FITMAN or FI-Content could be considered.

## 2.2.6 FIspace Platform for B2B collaboration

The FIspace project is developing the FIspace platform that will be a Future-Internet-based extensible SaaS-platform, enabling seamless, efficient, and effective business collaboration across organizational boundaries. The overall architecture was elaborated to facilitate the establishment of ecosystems with business benefits for both stakeholders from industrial sectors as well as the ICT industry:

- **Business end-users** can register as an organisation in the FIspace platform, enabling them to add different users (employees of their organisations) as well as to establish links to their (potential) business partners. Software application can be received via the App store. Moreover, the B2B collaboration core is used to define and control workflows, while external systems can be interfaced via the system & data integration module.
- **ICT developers** need not to reinvent the wheel. They can build upon the underlying FIspace platform features and can fully concentrate on the development of their software application. After uploading their App in the FIspace store, instances of a software application running at different users as well as interfacing different Apps can be coordinated via the B2B core, helping to define and control workflows. Especially the coordinated combination of different Apps via allowing a work/information flow between them enables a new potential of solution development. Hence, an App developer can elaborate a feature that would make use of information and functionality offered by Apps provided by other developers.
- **‘Apps’ versus ‘applications’** – The development is not limited to a specific kind of software application. It could be a very focused software with few features, while it could also include more complex features and operations. Also the underlying technology or data storage approach is not specifically limited. There is also no limitation to specific hardware devices. However, for being able to finally upload an App in the store and integrate it in the FIspace front-end, the App is handled as a W3C compliant widget. Moreover, it should be noted that different from typical smartphone Apps, FIspace Apps will not be built towards a given (and possibly fixed) programming interface (API). Rather, one key aspect of FIspace Apps is that they will declare what input data or events they require. In this regards, the FIspace App model is much closer to the software (Web) service or the component based software-engineering model, where reusable features are offered through interfaces defined by the ser-

<sup>1</sup> FIWARE software catalogue: <http://catalogue.fi-ware.org/enablers>

<sup>2</sup> FIspace software platform <http://www.fispace.eu>

vice/components, and interested parties can select and mashup those services/components into more complex service compositions

The overall architecture of the FIspace platform is presented in the following Figure 1. Further details about the different modules of the FIspace platform are available via the FIspace website (<http://www.fispace.eu>) as well as via the Wiki (<http://dev.fispace.eu/doc/wiki/Home>).

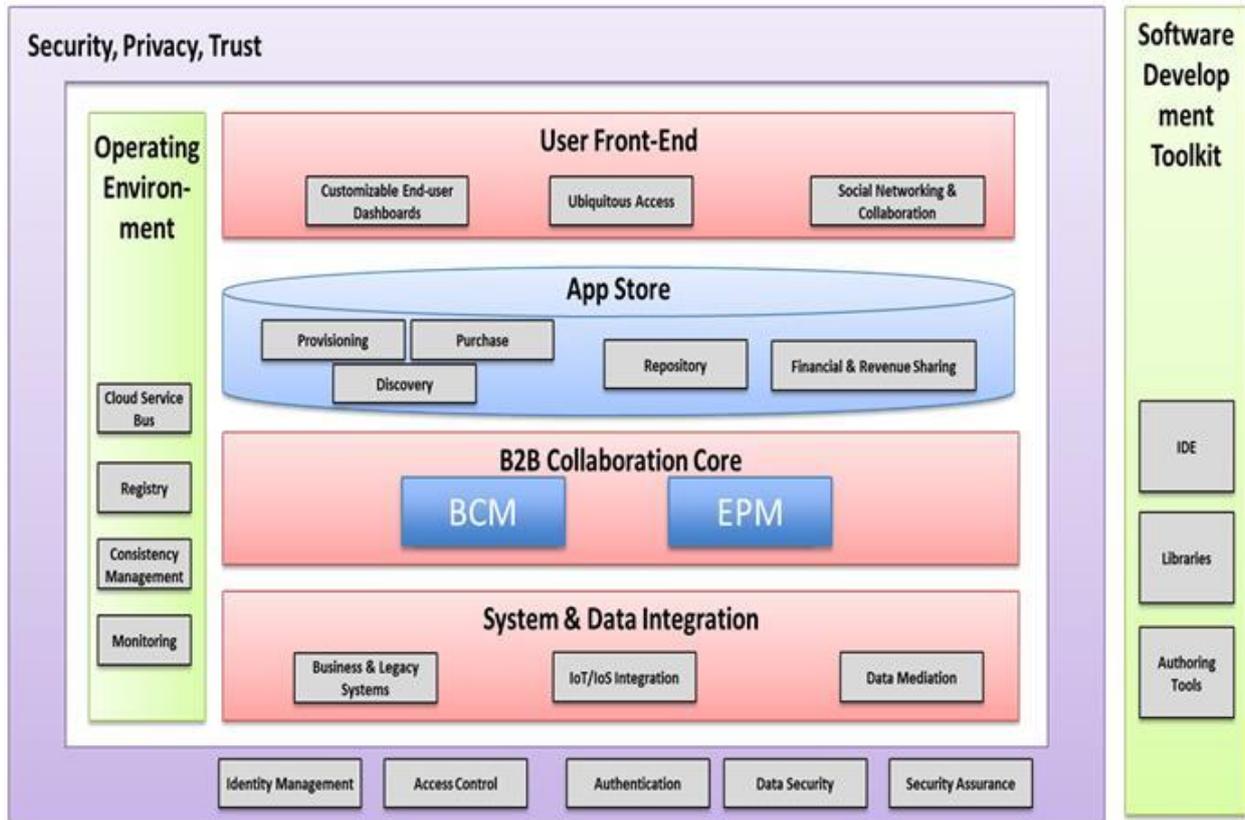


Figure 1: Overall architecture of the FIspace platform.

Based on this architecture, the software developer can connect its software application (i.e. the backend) via the system and data integration module with the platform – the following Figure 2 does not further detail the role of SPT, B2B, store and the operating environment to make this happen. However, this ability of the FIspace platform enables the combined and synergetic usage of different Apps or different instances of the same App via the platform. Moreover each App will provide access to its frontend via the overall FIspace front end.

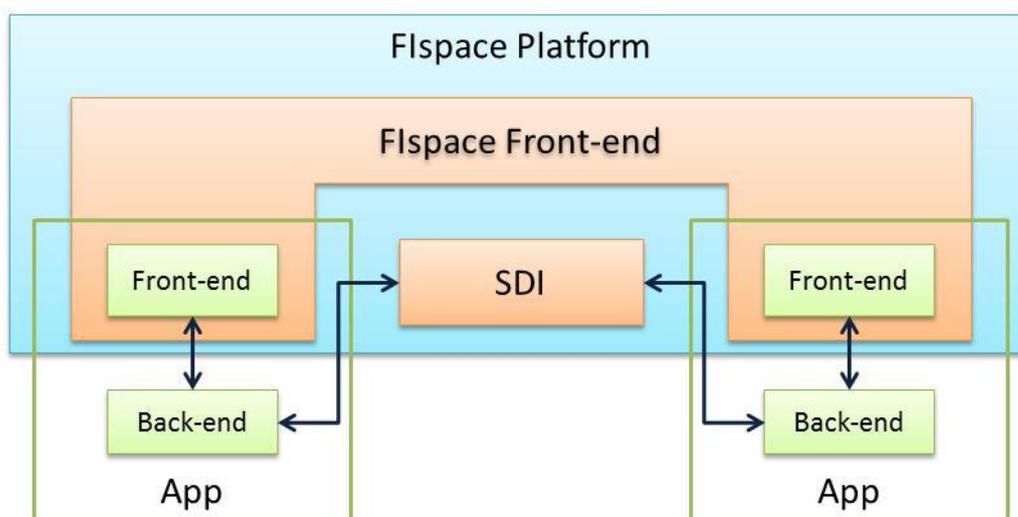


Figure 2: Simplified view of the connectivity between Apps and with the Flspace platform (i.e. not further detailing role of SPT, B2B, store and operating environment)

### 2.2.7 FIWARE Software Catalogue

The Flspace platform uses FIWARE technology enablers to realize its functionality (see [www.fispace.eu](http://www.fispace.eu)). On top of Flspace, App developers can also make directly use of the FIWARE enablers for implementing specific features. These enablers are available via the FIWARE software catalogue (<http://catalogue.fiware.org/>). The reuse of this software can help to reduce effort and cost. The software catalogue is outlining key features while providing access to the documentation, downloads, information about the terms and conditions as well as identifying available instances in test beds. Especially the available instances can help you to learn the usage and to easily try out the offered features. Finally, in accordance to the related terms and conditions you can also create your own dedicated instances following the given instructions.

## 2.3 Call for Business Impact and Software Applications

### 2.3.1 Ensuring Business Impact

Finish expects proposals for innovative services and applications with a high business impact in food and flower supply chain networks. Business partners from the food and flower industry are considered as kind of investors and multipliers for the usage of services and applications. For this reason, **applicants have to ensure the involvement of at least one business partner (user organisation) who is committed to use the developed technologies**. Such relationships are beneficial if the commitment is made tangible by a letter of intent by the business partner, and an own investment (e.g. providing efforts for requirements analysis, test and validation, and/or providing required consumables or equipment).

A basic motivation of Finish is to support the realisation of software applications that are promoting a shift from cost-driven to value-based, information-rich supply chains, which will significantly increase the added value, competitiveness and sustainability of the domain. From a strategic perspective, applications that are promising tangible benefits and a sustainable value for the overall society with respect to the following dimensions are prioritised:

- **Reduce the environmental impact** of perishable supply chains,
- **Increase interest in 'local'/regional** as opposed to the dominance of 'global' food,
- **Promote the awareness with respect to health & related risks**,
- **Empower small & innovative ICT players** to develop high-quality and high-impact solutions for food and flower supply chain networks and
- Facilitate breakthrough of **e-commerce in perishable products for SME** type agri-food chain actors.

From a technical and business process perspective, Finish is aiming at supporting the realisation of new solutions that will specifically facilitate the collaboration in the agri-food chain. To name a few, this could address the following measures, but is open to additional ideas:

- Improve business to business collaboration and data exchange in combination with added value functionalities that support agri-food companies in their daily business,
- Provide a better transparency regarding products and processes,
- Open new and informed ways of conducting business within food supply networks,
- Integrate networked devices (IoT) and make use of mobile concepts.

From a systematic perspective, such measures can be assigned to different functional areas of potential applications to be developed. However, it shall be clearly identified to which degree an added value can be provided towards Intelligence and Information Sharing in Food Supply Chain Networks by employing technological potentials:

- **Real-time Virtualization:**

sensing of physical objects on different levels of aggregation (e.g. product, box, pallet, container, truck) and creating rich and globally accessible virtual representations of these geographically dispersed physical objects. Leveraging FIWARE software and/or the FIspace platform (especially the IoT services related software). Apps in this category will add specific services and applications for perishable supply chain networks. Examples could be applications for

- advanced visioning (including high-speed/low-cost solutions, 3D, and internal features such as ripeness),
- for quality inspection of food and flowers based on (mobile) augmented reality, etc.

- **Foodweb Connectivity:**

timely, error free exchange and secure communication of information in highly dynamic supply chain networks to enable adequate response based on up-to-date and reliable virtual representations. This Apps category will add specific Apps for the food and flowers industry, such as applications for

- exchange of sector-specific master data (in particular product information) and
- mapping services for sector-specific standards (e.g. concerning food safety regulation and sustainability labels).

- **Food Intelligence:**

usage of the virtualization data for intelligent decision support. This category can provide functionalities for different levels of intelligence, including interaction, monitoring, problem notification, deviation management, process control, planning and optimisation. Examples of food-specific intelligence functionalities could be:

- Apps for early warning in case of food incidents or unexpected quality deviations (e.g. temperature or humidity changes),
- Advanced forecasting about consequences of detected changes by the time the product reaches destination, e.g. dynamic simulation of best-before dates.

Solutions are not limited to a specific type of business actor in the supply chain. Also the collaboration of different actor types like cooperating:

- Traders with laboratories,
- Product suppliers with transport/service providers,
- Farmers with retail,
- Manufacturer with networks of suppliers, or
- Even a combination of several different or similar actors.

Finally, also the direct or indirect benefits for consumers as ultimate customer shall be highlighted if applicable.

### 2.3.2 Challenges for Software Applications to be funded

Based on the analysis work that is available from phase 1 and 2 of the Future Internet programme with respect to the food & flowers dimension (phase 1 project [SmartAgriFood](#) and phase 2 project [FIspace](#)), diverse challenges were identified that could be addressed by envisaged software applications.

Therefore, the Finish accelerator is searching for the development of software applications that are addressing perishables like food and flowers in a wider sense. This is targeting at the core of the agri-food supply chain as well as connected business domains. Therefore, we compiled some examples for potential topics that could be generally addressed. The list shall not be considered as being complete or exclusive, but to somehow clarify the scope.

- Collaboration of business actors in the food chain to exchange information for the purpose of
  - facilitating traceability,
  - avoiding waste,
  - optimising logistics,
  - assuring produce quality,
  - documenting ingredients,
  - assuring animal welfare,
  - detection of contaminations,
  - increasing shelf-life,
  - advertising products,
  - uniquely identifying objects.
- Health related applications in combination to food topics, like
  - managing the individual shopping preferences based on health constraints,
  - learning about ingredients to improve health,
  - alerting consumers in case of health related hazards,
  - minimising usage of pharmaceuticals in food related production.
- Environmental impact with respect to food and flowers production like
  - soil analysis, monitoring and management,
  - reducing waste of resources,
  - weather forecasting,
  - simulation/prediction of growth,
  - minimising the usage of pesticides,
  - sustainable usage of water,
  - minimisation of CO2 emissions,
- Manufacturing of our food, like
  - new ways of producing food like 3D printing,
  - functional food,
  - the food production itself, like the food factory of the future, supporting new models for design, demand, delivery,
  - exploitation of synergies that are possible by sharing resources,
  - new software supported features for packaging,
  - intelligent transport items,
  - innovative Internet based features in equipment and machines.
- Improving society/organisations' learning and social abilities about perishables to enable effects on
  - waste of food in any stage of its lifecycle,
  - sustainable and organic production models,
  - potential alternatives to prepare and consume food,
  - understand the impact of nutrition and production alternatives on the availability of food for all.
- Evolution of smart cities towards intelligent urban centres for living and working,
  - new food delivery models for urban areas,
  - urban and distributed food production within smart cities,
  - facilitating innovative consumption models based on new lifestyles,
  - making use of open data for demand and delivery prediction,
  - regional sourcing,
  - innovative shopping and retail support,
  - treatment of waste and how to reuse resources.
- Production of energy and reducing the demand,
  - usage of perishables for the production of energy,
  - sustainable models for production,
  - reuse of previously wasted energy within production,

- increasing usage of returnable transport items.
- Using multimedia and gaming to
  - change the perception of food itself,
  - enable awareness on production methods,
  - enable the consumer driven design of food,
  - new ways for buying food with added-value information and location independent interaction,
  - facilitate the preparation of food and usage of perishables,
  - realise new user experiences as an added value to consumption,
  - help to understand the impact of production and consumption patterns.

This list of examples was compiled to highlight that we see a considerable amount of synergies between different business domains. The list shall provide examples and shall not be considered as being complete.

## 2.4 Selection of Proposals

### 2.4.1 Selection Procedure

Finish will organise two asynchronous open calls that will follow identical procedures. The main selection activities are

1. Registration of the participants in the Finish portal (linked with the Finish SME tool), which will process the applications and be the central interface for managing the SME projects for the remainder of the open calls;
2. Check if the application satisfies a number of eligibility criteria to submit a proposal;
  - The SME must legally be eligible to participate in the open call;
  - The SME shall have a relationship with a business partner who is committed to exploit the developed technologies;
  - The proposal must use the provided proposal template and shall consist of four parts: a business model canvas, the idea of the proposal, the team and business potential as well as the project plan with milestones;
  - The proposal must be submitted before the closing deadline of the open call;
3. Evaluation of the proposals by independent expert evaluators;
4. Consolidation of the expert evaluations;
5. Notification to the successful applicants and signing a binding sub-grant agreement for the realisation of the application/related technology.
6. Notification of applicants that were not selected for the available grants.

### 2.4.2 Eligibility criteria

In order to be eligible, participants have to comply with the following eligibility criteria.

- Register to Finish portal.
- SMEs based in the EU or associated countries with a business partner who is committed to invest and exploit the developed technologies (see also section 3.2.3).
- Declare that the proposer is an SME (see chapter 3.2.1 and especially footnote 5);
- Declare that other involved development partners, if any, are SMEs based in the EU or associated countries;
- Declare that the same proposal has been submitted to maximum 3 FIWARE accelerators.
- Prototype plan submitted is based on the technologies available in the FIWARE catalogue and/or use of FIspace platform.
- Be directly responsible for the preparation, management and execution of the plan.
- Proposals need to be submitted before May, 12<sup>th</sup> 2015, 18:00 CET.
- Proposers are answering a FIWARE related questionnaire within the proposal submission tool.
- The proposed project is making use of FIWARE technology and/or the FIspace platform. How the proposed project will use FIWARE/FIspace technology is explained.

### 2.4.3 Selection Criteria

Application is open for SMEs, startups and web-entrepreneurs. Applicants shall consider the following criteria when applying for the Finish accelerator:

- **Business Potential:** concerns the need and potential value of the envisaged software application for actors in supply chains handling perishable food and flowers and the involvement of real end-users for requirements analysis and/or verification and validation of solutions. Specific criteria are: anticipated market demand; competitive advantage; scalability and growth potential; quality of user relationship and testing; and overall impact on the competitiveness of the business sector.
- **Technological Excellence:** concerns the quality of the proposed solution on a technological level. Specific criteria are: innovativeness of solution; quality of the project plan and budget; technical excellence of the proposal and team; and quality of usage of FIWARE technologies. Proposers need to clearly explain on how the FIWARE technology will be used in the proposed project. Proposals that are not making use of FIWARE technology are NOT eligible.

More details with respect to the selection criteria are presented in the Guide for Applicants in section 3.

## 2.5 Offered Support by the Finish Accelerator

The overall aim is to facilitate the realisation of Future Internet based Apps.

In the **pre-phase of the proposal preparation** for the Open Calls Finish is offering the following support:

- Matchmaking of software developing SMEs with end-users from the food and flower business domain in order to facilitate the networking of developers and their potential end-users.
- Information days/workshops to present the application procedure and the criteria that have to be fulfilled.
- Pre-proposal checks, providing feedback to facilitate the proposal preparation and check the eligibility
- Disseminate the events and workshops coordinated by FIWARE
- Regional contacts that can be addressed in case of specific questions with respect to the call that are not yet answered by the 'Frequently Asked Questions' presented in the Finish website.

As soon as the open call is accomplished and the winning proposals selected, there will be an additional **support for the selected projects:**

- Coaching and mentoring of software developers with respect to matters in perishable supply chains.
- Provision of guidelines and tutorials for the usage of FIWARE technologies.
- Workshop on business model development.
- Local discussion groups with experts from the business, where the developers can validate and shape their work with experts from the industry.
- Dedicated training sessions, webinars and educational sessions.
- Helpdesk to support the successful proposers.
- Relay for the access of services offered by other projects in the programme and especially by the support actions.
- Business Networking at major trade fairs for the business such as e.g. Fruit Logistica to give the Open Call winners the chance to meet new business clients

## 2.6 Other Activities

### 2.6.1 The Flnish Innovation Award

After finalising the individual projects that are funded by the two Flnish Open Calls, the related software applications are evaluated for the Flnish Innovation Award. This is an award that shall be given to the best applications realised with support of the Flnish accelerator. ***It is currently planned that Flnish selects the best three applications and gives an additional 50,000 Euro as prize to each of the winners<sup>3</sup>.***

The selection of the best three applications will follow specific criteria that will be published at a later stage in the Flnish accelerator. The monetary price shall be equal for all three winners and shall ensure that the winning application can be transformed into a real commercial solution with high value for actors in the food sector. The selected projects need not to explicitly apply for the Flnish Innovation Award, but are directly participating in the competition for this Award.

### 2.6.2 Relation to the Net Futures 2015 FIWARE Challenge

The Flnish accelerator organises the Net Futures 2015 FIWARE Challenge that will give prizes to the selected winners in the end of March 2015 (<http://netfutures2015.eu/fiware-challenge/>). It is possible and encouraged to submit proposals to the 2<sup>nd</sup> Flnish open call that are based on the ideas that were submitted to the Net Futures 2015 FIWARE Challenge. Of course, the 2<sup>nd</sup> open call is looking for projects that are aiming at the development of software. Therefore, this will specifically offer an opportunity for the selected Net Futures 2015 FIWARE Challenge participants to enhance and extend their initial software applications to make them more tangible to facilitate the later market uptake and assure an end-user involvement for assuring a sound impact for the business sector.

There are no specific limitations or special conditions for organisations that previously submitted a proposal, but submitting a new/extended idea. Generally, one SME, web-entrepreneur or startup cannot ask for more than 150 k Euro grant from the Flnish accelerator in total. Winners of the Net Futures 2015 FIWARE Challenge need to take this into account for the preparation of a proposal.

On top of that, it is planned to have an additional competition in combination with the Fruit Logistica 2016 trade fare that will be held in February 2016 in Berlin. The announcement of this competition will further detail the related conditions.

## 2.7 Points of Contact

### 2.7.1 Main Contacts for the Open Call

Table 1: Main points of contact of the Flnish accelerator.

Partner	Role	Contact
ATB Institute for Applied Systems Technology Bremen GmbH	<b>Coordinator (Germany)</b>	Harald Sundmaeker
iMinds	<b>Call Management/ Helpdesk (Belgium)</b>	Sander Spek

### 2.7.2 Additional Contacts

Table 2: Additional contact points of the Flnish accelerator.

Partner	Country	Contact
Campden BRI Hungary	<b>Hungary</b>	Katalin Viola
CentMa GmbH	<b>Germany</b>	Gerhard Schiefer

<sup>3</sup> Those 50 kEuro will be given as an addition to the sub-grant received before. The previously mentioned limit of 150 kEuro does not apply to the award and the 50 kEuro would be given also to projects/ organisations that already received up to 150 kEuro.

Partner	Country	Contact
Ege University	<b>Turkey</b>	Reha S. Şentürk
Euro Pool System International (Deutschland) GmbH	<b>Germany, Austria, Switzerland</b>	Benjamin Geissler
Fondazione Democenter-Sipe	<b>Italy</b>	Massimo Garuti
Wageningen DLO	<b>The Netherlands</b>	Cor Verdouw

Finish can be contacted via the Finish Helpdesk:

For business process matters: [finish-business@finish-project.eu](mailto:finish-business@finish-project.eu)

For technical/content matters: [finish-technology@finish-project.eu](mailto:finish-technology@finish-project.eu)

General questions: [finish-info@finish-project.eu](mailto:finish-info@finish-project.eu)

Furthermore, the website of Finish is presenting the key information and also a link to the Finish proposal submission tool:

<http://www.finish-project.eu>

## 2.8 Conclusions – About Finish

The Finish accelerator started in September 2014 addressing the food and flower chain as one of the 16 FIWARE accelerators. In total, the Finish accelerator offers some 4,88 Mio EURO to SMEs, web-entrepreneurs and startups to develop Internet based applications that make use of FIWARE technologies and/or the FIspace business-to-business collaboration platform. The Second Open Call will be opened from March, 11<sup>th</sup> 2015 until May, 12<sup>th</sup> 2015, 18:00 CET and the SMEs will start working in the project from June/July 2015.

The Finish Partners are: ATB (Germany), DLO (The Netherlands), Euro Pool System (Germany), CentMa (Germany), iMinds (Belgium), Campden BRI (Hungary) Fondazione Democenter-Sipe (Italy) and EBILTEM (Turkey).

## 3 Guide for Applicants

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### 3.1 Introduction

The Flnish accelerator is realised in the scope of the 7<sup>th</sup> Framework Programme of the European Community for research, technological development and demonstration activities. As one element of this programme, the realisation of new technologies and business potentials with respect to a "Future Internet" was established.

This Future Internet initiative reached its third and final phase. Within this phase, some 16 accelerators shall sub-grant some 80 Mio Euros to SMEs, web-entrepreneurs and startups. With those funds, they shall be enabled to realise solutions that are making use of software) developed during the first two programme phases.

The Flnish accelerator is intending to sub-grant some 4.88 Mio Euros for "Future Internet based software applications" that are specifically providing solutions with an added value for businesses and/or end-users. For being able to do so and assure a transparent sub-granting procedure as well as an impartial evaluation of proposals, avoiding any conflict of interest, the Flnish accelerator will specifically realise 2 open competitive calls for proposals.

This "Guide for Applicants" contains the basic information needed to guide you in preparing a proposal for being selected as a sub-grantee of the Flnish accelerator within the Second Open Call. It gives instructions on how to structure your proposal. It also describes how the proposal should be submitted, and the criteria on which it will be evaluated<sup>4</sup>.

The proposers that are selected to receive a sub-grant from the Flnish accelerator will be required to sign a sub-grant agreement. This is based on the "standard model grant agreement", while directly referencing several articles from the EC model contracts.

### 3.2 Application for Sub-grants

#### 3.2.1 Type of Proposers that are eligible for Funding

You may only receive a sub-grant via the FIWARE accelerator where you are submitting the proposal. You will only be eligible to receive a sub-grant under the rules of the Seventh Framework Programme. Especially the following may receive EU sub-granting via the Flnish accelerator:

- For realisation of the proposed software based solution, the proposer is making use of available FIWARE results (so called enablers or enabling technologies).
- European SMEs following the definition in the Commission Recommendation 2003/361/EC, as well as SME type web entrepreneurs.

**Submitted proposals will only be considered as eligible, if the proposing organisation qualifies as an SME.** According to the rules determined in FP7, the following thresholds apply:

- Less than 250 employees,
- Annual turnover ≤ 50 Mio EUR, and
- Annual balance sheet total ≤ 43 Mio EUR.

Those thresholds specifically apply for autonomous enterprises. If other organisations are linked or are partner organisations, the calculation needs to take into account those relationships<sup>5</sup>.

Please note that **submission retained for funding must come from SMEs or web-entrepreneurs established in the European Union; or Switzerland, Israel, Norway, Iceland and Liechtenstein, Turkey, the Former Yugoslav Republic of Macedonia and Serbia, Albania, Montenegro, Bosnia & Herzegovina, Faroe Islands or Republic of Moldova.**

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<sup>4</sup> General documentation of the European Commission about the realisation of the 7th FRP is provided via the following website:

[http://ec.europa.eu/research/participants/portal/desktop/en/funding/reference\\_docs.html#fp7](http://ec.europa.eu/research/participants/portal/desktop/en/funding/reference_docs.html#fp7)

<sup>5</sup> See also [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)

### 3.2.2 Type of work to be funded

Successful applicants of the Second Open Call will receive financial support for development of software applications. It includes project-related costs as defined in the submitted proposals of the applicants for the Open Call. Finish only reimburses costs that are related to the following activities of the sub-projects:

- Development and research related costs,
- Costs related for dissemination and test activities,
- Accommodation and travel costs related to activities within the Finish accelerator, serving a purpose as proposed or individually justified w.r.t. the application/service development,
- Project management related activities.

All these costs have to be planned and justified in the proposal for the open call. There is no financial support for further subcontracting foreseen in the Open Call. However, applicants can involve other developers, if they meet the same eligibility criteria as the proposer, especially SME in Europe or an associated country) and if these partners described in the proposal.

Applicants can apply a budget model of 100% funding of direct eligible costs plus a flat rate of 7% of indirect eligible costs. The maximum amount to be granted to each of the application/service development projects is EUR 150.000 in total. If a proposing organisation is proposing more than one project in the scope of Finish where they can receive financial support, the maximum amount of EUR 150.000 per individual proposer maintains.

Since the grant for the sub-grantees is not based on cost reimbursement (i.e. expenses will generally not be audited), they are generally paid at half-way and at the end of their developments when the presented features are realised that were planned for defined milestones.

The awarded financial support can never exceed a ratio of 5/1 to what the business partner(s) is/are bringing into the project in the form of own budget (either in cash or in kind funding). In other words, at least 16.7 % of total budget shall be funded by use case business partners themselves and a maximum of 83.3% financial assistance is granted (see also following section 3.2.3).

### 3.2.3 Assuring Business Potential – Involvement of a Business Partner

Finish is searching for applicants that are aiming at solutions with an economic and market potential. Therefore, it is expected that **potential applicants need to partner with a business related organisation** (e.g. solution end-user, business service provider, association). This shall help to guide the development and validate results to assure business potential and show the commitment. The following is expected by the Finish accelerator:

- The business partner should overtake a role like an “end-user” or “product owner” in a scope of a use case, helping to define requirements, test and validate a solution as well as being able to make use of the envisaged solution.
- The business partner needs not to sign the sub-grant agreement but provide a letter of intent (see section 7.1) expressing its interest in supporting the development and using the result.
- This letter of intent needs to be submitted together with the proposal.
- To make it tangible, the business partner shall quantify its own commitment either in terms of
  - envisaged costs for the in-kind contribution (like costs for person effort they are willing to provide for e.g. interviews, test, validation, integration),
  - confirming the amount of person months that shall be provided without a translation in costs, or
  - any other investment.
- There are no specific limits with respect to the business partner organisation like e.g. the type, size or location of organisation.

To assure that the business partner is willing to participate at a sufficient level in the development, the awarded financial support to the applicant (i.e. proposing SME, web-entrepreneur, startup) shall not exceed a ratio of 5/1. 5 parts funding for the SME (till the maximum funding rate of EUR 150.000 is reached) compared to a minimum of 1 part to what the business partner is bringing into the project in the form of own in-kind contribution – either in terms of costs or efforts: The following examples shall further clarify the approach:

- A business partner agrees to provide in-kind efforts at a sum of EUR 20,000 Based on this, the proposer can ask for a contribution of some EUR 100,000.

- If a business partner cannot express the in-kind contribution in financial terms, it is also possible to express the amount of contribution in terms of effort. If the business partner contributes some 2 person months (e.g. for interviews, meetings, reviews, test, validation), Finish would provide a grant to the application developer (i.e. the proposer) that would reimburse some 10 person months, calculated at real costs of the proposer.
- The contribution is specified and made evident by the signed letter of intent by the business partner, submitted for the open call.
- Later on in the realisation of the project, the detailed expenses shall not be audited, but expecting the presentation of the developed solutions by the sub-grantee, also highlighting the business partner support and presenting features as well as measured end-user acceptance and business benefits.

This construct shall create a win-win situation as all partners are committed and have resources to engage in development and co-design, resulting in better results and a software application that complies to valid end-user requirements, highly facilitating the subsequent exploitation.

The following Figure 3 presents this general approach for calculating the requested grant.

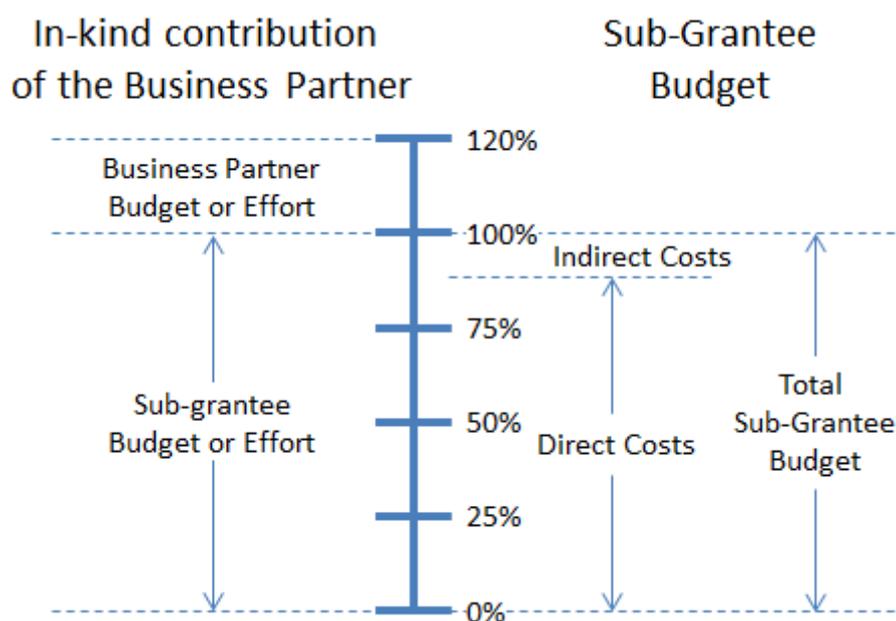


Figure 3: Overview of the envisaged overall budget for App development to be proposed in an open call by SMEs/WEs – taking into account the budget model example of 100% funding of direct eligible costs plus a flat rate of 7% of indirect eligible costs.

#### Exception:

- If the proposer is targeting at the development of a software application that is directly addressing a large number of end-users at low costs (e.g. consumers) and not via an actor from the chain (e.g. retailer), it might be impossible to identify a single end-user/ business partner that would be able or willing to provide an in-kind contribution that could comply to the 5:1 principle. ***In such a case the proposer needs to provide signed letters of intent of business partners or other stakeholders that are willing to serve for requirements analysis and as beta testers for the solution developed.*** It would be assumed that a reasonable amount of end-users is involved to assure valid requirements and test results. Furthermore, the proposer would need to explain at a sufficient detail:
  - The envisaged approach to reach an impact in the business sector,
  - Proposer's access to a critical mass of end-users,
  - Envisaged approach for practically involving end-users for requirements analysis and test.
- Please keep in mind that this is considered as an exception and your proposal wouldn't be eligible if you are not providing the required explanation. If you are not sure, if this exception might apply to your proposal you can also pre-check with the Finish accelerator ([finish-business@finish-project.eu](mailto:finish-business@finish-project.eu)). Furthermore, this is also no option, if you are just lacking the support /relation with an appropriate business partner that would be a key factor in your operational concept to e.g. provide access to data, services or other stakeholders in the chain.

### 3.3 How to prepare and submit a proposal

#### 3.3.1 Contents of a Proposal

The guide for applicants is providing a proposal template (see chapter 4). The proposer shall follow the structure and reflect the guidelines given. The main parts of the proposal are shortly outlined in the following sections.

##### 3.3.1.1 Business Model to exploit the Technology

The proposer shall elaborate a business model. It is not expected that a full business plan will be provided, but at least a clear business model developed, while it is recommended to use a business model CANVAS to reduce the effort for its preparation and facilitate the understanding by the evaluators.

##### 3.3.1.2 Technical Description

It shall provide a technical description of the proposed technology/software application. It needs to clearly identify on how the envisaged application is making use of existing FIWARE<sup>6</sup> and/or FIspace<sup>7</sup> technologies.

##### 3.3.1.3 Project Plan with Milestones

A project plan with milestones shall be prepared that can be monitored centrally by Finish for being able to coordinate the reviews of envisaged work results and couple the payment procedure with delivered and successfully reviewed results.

#### 3.3.2 General Aspects

##### 3.3.2.1 One stage submission

Proposals for sub-grants to develop an application in the scope of the Future Internet Public Private Partnership Programme that would be granted by the Finish accelerator (carried out in FP7, Project Nr. 632 857) are submitted in a single stage, by submitting a complete application which is prepared as described in chapter 4 of this document.

The current consortium/ beneficiaries of the Finish accelerator may not respond to this call.

##### 3.3.2.2 Language

The proposal must be prepared in the working language of the Finish accelerator that would provide the sub-grant. Proposals submitted in any other language will not be evaluated.

In the case of Finish this is ENGLISH.

##### 3.3.2.3 Submission of proposals

Proposals must be submitted electronically through the Finish website portal.

If you discover an error in your proposal, and provided the call deadline has not passed, you can update a new version.

Proposals must be received by the closing time and date of the call. Late proposals, or proposals submitted to any other address or by any other means than the Finish website portal, will not be evaluated.

Do not wait until the last minute to submit your proposal. Failure of your proposal to arrive in time for any reason, including communications delays, is not acceptable as an extenuating circumstance. The time of submission will be definitive

##### 3.3.2.4 Acknowledgement of receipt

Once your proposal is submitted an email will be sent to confirm the acknowledgement of receipt.

The sending of an Acknowledgement of receipt does not imply that your proposal has been accepted as eligible for evaluation.

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<sup>6</sup> FIWARE Catalogue – <http://catalogue.fi-ware.org/>

<sup>7</sup> FIspace – see <http://www.fispace.eu/> or <http://dev.fispace.eu/doc/> for a more technical documentation

### 3.4 Proposal evaluation and selection

The proposals are evaluated by independent expert evaluators who formulate their evaluations according to a grid consisting of a quantitative score according to the selection criteria, and a qualitative justification of the two groups of criteria, the business potential and the technological excellence. All proposals submitted in the second open call will be assessed against the criteria as listed in the following Table 3.

Table 3: Criteria for awarding financial support.

Criteria		Points (1-5)	Weight	Total (points x weight)
<b>Business potential and impact for the business sector</b>				
1.1	Anticipated market demand and envisaged revenue model		2	max. 10
1.2	Competitive advantage		2	max. 10
1.3	Scalability and growth potential		1	max. 5
1.4	Quality of user relationship and testing		2	max. 10
1.5	Overall impact on the competitiveness of the business sector		3	max. 15
<b>Technological excellence<sup>8</sup></b>				
2.1	Innovativeness of solution		2	max. 10
2.2	Quality of the project plan and budget		2	max. 10
2.3	Technical excellence of the proposal and the team		2	max. 10
2.4	Creativity and quality of using FIWARE technology		4	max. 20
<b>TOTAL:</b>				<b>max. 100</b>

For each criterion a maximum of 5 points can be given:

1 = poor, 2 = insufficient, 3 = sufficient, 4 = good, 5 = excellent.

The listed criteria in Table 3 for the selection of proposals are understood as follows:

- **Business Potential:**

this concerns the economic and market potential of the proposed solutions, as well as the qualification of the business partner the SMEs are partnering with, and the business skills of the team. The questions we want to see answered here is will the proposed technology make an economic impact and is the business model solid? Will the SME and its proposed technology be able to leverage the provided funding into growing returns inside as well as outside of its direct domain? In more detail, the evaluation criteria are understood as follows:

- **Anticipated market demand and envisaged revenue model:**

It needs to be explained which kind of end-users would specifically use the envisaged solution. It shall reflect the amount of expected market demand and the users that are deriving a benefit and are mainly motivated to use the solution. On top of that, also those users need to be reflected whose participation in the overall solution scenario represents a prerequisite for a valid operational concept. For instance, it might be logical that consumers have an interest to get information about their food as well as related processing methods. At the same time, one must not forget that such information needs to be provided by specific actors in the agri-food chain. If the proposal cannot identify the involvement of such actors, it is very doubtful that the solution can be tangible.

- In addition, the applicant needs to make clear what revenue model they foresee to argue that the solution will be economically sustainable. Will end-users pay, or do revenues need to come from a third party; will the customer base and willingness-to-pay be large enough?

- **Competitive advantage:**

Outline your key competencies and assets that will give you a competitive advantage. Explain

<sup>8</sup> Basic prerequisite for receiving a sub-grant from Finish is to use the FIspace platform and/or other FIWARE enablers. Moreover, within these criteria it is also considered positive if even several enablers are used.

why other solution providers cannot directly overtake your solution and business model and protecting yourself from suffering an early competition. Examples of such advantages are key knowledge and competences that are required for being able to develop and offer the proposed solution (e.g. patents, key partnerships). At the same time, also a critical mass of available end-users might represent an important competitive advantage.

- **Scalability and growth potential:**  
Assuming a large market demand, you need to explain how your solution can cope with the underlying demands with respect to growth. This shall be considered in terms of both technological as well as operational prerequisites of being able to scale and grow. Moreover, you need to outline your basic estimation of which amount of growth can be expected and how your solution shall be adopted to it.
- **Quality of user relationship and testing:**  
The design and development of your solution shall be driven by the end-user needs. You need to make sure to have an appropriate relationship to end-users that can test and validate your solution. This shall avoid a mislead implementation of technological gadgets that will never find acceptance in the business domain. Good relationship with end-users is essential to analyse user acceptance, e.g. in functional and non-functional requirements, as well as to take into account required competencies of end-users and constraints with respect to costs/ return of investment perspectives. At the same time, it will help to understand the limitations and burdens that might be imposed by existing ICT infrastructures, systems, (missing) interfaces as well as requirements defined by law and existing standards.
- **Overall impact on the competitiveness of the business sector:**  
Finish is looking for solutions that are making a difference. They shall help the business sector to improve its performance, provide new services as well as to keep a reasonable cost/revenue balance. Such solution shall strengthen the position of the actors adding value to the agri-food and/or flower chain, helping to make the chain more sustainable as well as getting rid of burdens and costs as well as avoiding overhead tasks. Therefore, solutions shall also be considered in an overall context of the agri-food chain to avoid the creation of local optima but neglecting the consequences in other parts of the chain. It might be even of value to highlight the impact in a global context with respect to key societal challenges in relation to the world population, food waste, CO2 food print, scarceness of water and of other resources. Finally, it needs to be made clear that your team has also the required business skills.
- **Technological Excellence:**  
concerns the quality of the proposed solution on a technological level in terms of innovativeness, which and in which way the Generic Enablers are used, and the technical capacity of the team to realise the proposed solution. The question we want to see answered here is: will the proposed Future Internet technology have inherent disruptive or greatly improving potential?
  - **Innovativeness of solution:**  
It needs to be explained of what is really new that shall be implemented on a broader scale to achieve an impact. It is not sufficient to just explain a kind of 'newness', but overlooking the impact on the sector, since a new solution shall only be highlighted as innovation, if it has the potential for being accepted and practically implemented by end-users. Therefore, not only an innovation itself shall be explained, but also the relevance in technological and system operational point of view. This is also closely connected to make the achievement of business benefits more tangible from a technological perspective.
  - **Quality of the project plan and budget:**  
Finish is just defining the general framework for potential projects and offering to accelerate initiatives with a maximum funding of 150 kEUR, while not pre-defining the size of projects. Therefore, proposers shall elaborate a reasonable plan that justifies explicitly the amount they are asking for. Hence, it might be wise to carefully reflect on the reasonable amount and not just ask for 150 kEUR of funding, while proposers are also free to plan a larger project where the funding of the Finish accelerator is just one element to accelerate the realisation of the idea. However, the proposal shall explain the overall planning of the project, including timing, responsibilities, work packages, tangible results to be elaborated as well as the related budget required for accomplishing the project.
  - **Technical excellence of the proposal and the team:**  
The ability of developing the proposed solution is to a large extent determined by the expertise of the team. Therefore, please outline the key competencies that are making your team unique as well as capable to realise the proposed project. Besides individual competencies as well as available soft skills, it would be appreciated that you are describing the specific approach followed by

your project. Which development techniques, approaches, methodologies and/or tools are you intending to use. Why is that a key for your success? Moreover, try to shortly outline the completeness of required competencies.

– **Creativity and quality of using FIWARE technology:**

The usage of FIWARE technologies is a prerequisite for being eligible for funding. **If you are not planning to use FIWARE technology your overall proposal will be rejected, despite all the other criteria explained before.** Therefore, you need to explain the FIWARE and/or FIspace technology you are planning to use. For enabling the experts to evaluate the creativity and quality of using FIWARE it is not sufficient to just list some “Generic Enablers” from the FIWARE software catalogue. You need to explain the intended purpose the FIWARE technologies are used for. You need to answer the degree and amount the solution is integrating the FIWARE technologies. The experts assessing your proposal would like to understand if FIWARE is becoming an integral part of your solution or if it is just considered as an exchangeable add-on. Since Finish is searching for showcases that are using FIWARE and/or FIspace technologies, it shall also be highlighted if the project team is able and willing to further present and explain the benefit in using FIWARE/ FIspace to a larger target audience.

The criteria for awarding financial support as defined in Table 3 need to be satisfied at least to a certain degree for being able to grant financial assistance. Therefore, there will be a threshold of at least 25 points per evaluation criteria category and an overall assessment of at least 60 points.

Based on the expert evaluations, the successful applicants will receive a notification and will sign a binding agreement for the realisation of the application/related technology. Not successful applicants will also be informed.

### 3.5 Review and Reimbursement of Delivered Results

As defined in section 3.3.1.3, the proposer shall define a clear milestone plan and assign the related work results that are accomplished accordingly. Finish neither predetermines, nor defines specific milestones with respect to the management of work. The proposer shall elaborate a sound plan that convinces with respect to the quality of the project plan and budget.

From an administrative point of view, for enabling the reimbursement of delivered results, the proposer shall define at least two milestones and not more than six:

- **Until the half-way point of development** (i.e. as defined in the project plan with milestones), Finish will gather the reports on project progress and a team of reviewers (i.e. if required also external experts will be involved, if a specific expertise for review cannot be provided by the Finish team) will assess whether the projects are on track (i.e. assessing whether those features are realised that were planned for the half-way point). If yes, then the SME receives the corresponding payment that relates to the amount of App features that were realised (assuming that at the half-way point no more than half of the envisaged features/efforts are realised) of up to **50% of the requested sub-grant**, subject to approval by the EC and/or the reviewers of the Finish accelerator. If not, a hearing will be organised to ascertain the issues at hand. If the outcome of that hearing is favourable, the SME will receive up to 50% of the requested sub-grant, but will be closely monitored from then on. If the outcome is negative, the SME will cease to receive funding and not be eligible for further participation in the Finish activities.
- **At the end of the project**, the SMEs will present their technologies at a network-wide event, as well as report on the final results. If all is well, they will receive up to 85% of the requested sub-grant or in accordance to the reported amount of results achieved, subject to approval by the EC and/or the reviewers of the Finish accelerator. If not, a written justification will be requested. If this is satisfactory, they will receive up to 85% of the requested sub-grant. If this is not satisfactory, the final payment will be withheld and a further review will be performed if there is the need to deny or reduce the overall amount of the requested sub-grant.
- As soon as the Finish accelerator receives its final consolidated payment after project end, the last 15% will be provided to the sub-grantees.

If the proposer provides an extended proposal (i.e. containing a concept, further detailed plan and mock-up design) that is successfully selected for funding, those first results could already be reimbursed with maximum 10% of the requested sub-grant. However, this would also require a review by the Finish accelerator for being able to release the payment.

## 3.6 Support to proposers

### 3.6.1 Finish Helpdesk

Finish can be contacted via the Finish Helpdesk:

For business process matters: [finish-business@finish-project.eu](mailto:finish-business@finish-project.eu)

For technical/content matters: [finish-technology@finish-project.eu](mailto:finish-technology@finish-project.eu)

General questions: [finish-info@finish-project.eu](mailto:finish-info@finish-project.eu)

On top of that, the Finish accelerator participates in different events for being able to discuss with potential proposers and will regularly update its website about latest events and news.

If you would like to use a **pre-proposal check**, please send a proposal summary (ca. 1-2 pages) with some information about your proposal to the following email address: [finish-info@finish-project.eu](mailto:finish-info@finish-project.eu) Such an outline could detail your general idea, the team, the technological and business challenges addressed as well as highlighting the technological approach and envisaged FIWARE/FIspace technology to be used.

### 3.6.2 Other Support Organisations

The ICT Theme supports a network of National Contact Points (NCPs), which can be helpful to organisations from their country both in general advice and particularly on preparing proposals. Organisations should contact the NCP of their own country for further information.

<http://ec.europa.eu/research/participants/portal/page/nationalcontactpoint>

### 3.6.3 The Intellectual Property Rights Helpdesk

Generally, all software solely developed by the proposing SME will remain their intellectual property. However, there is an IPR Helpdesk that has as its main objective to assist organisations taking part in Community funded projects on Intellectual Property Rights issues, and in particular on Community diffusion and protection rules and issues relating to IPR in international projects.

<http://www.ipr-helpdesk.org>

## 4 Proposal Template

Proposals must be submitted:

- Electronically through the Finish portal,
- In the language stated in the call announcement (ENGLISH),
- before the date and time given as the call deadline in the call announcement
- including a clear explanation how your proposed solution will build upon FIWARE technologies (see section 9) and
- including the answering of the “FIWARE common questionnaire”.

This chapter 4 is listing the main topics your proposal shall include. Within chapter 9, you will find additional information about the expected contents to be explained in your proposal.

Chapter	Content	Pages
Project	<ul style="list-style-type: none"> <li>• Acronym, title and abstract</li> <li>• Partnership – Coordinator, business partner/ end-user &amp; additional SMEs</li> <li>• Signed letters of intent (LOI)</li> </ul>	0,5 pages, plus administrative data, and further 0,5 pages per additional party One LOI per business partner
Outline	<ul style="list-style-type: none"> <li>• Explanation of the overall idea of the proposal</li> </ul>	1-2 pages
Business Model	<ul style="list-style-type: none"> <li>• Business Model CANVAS</li> <li>• Explanation of the business model rational</li> </ul>	0,75-2,5 pages
Project Plan	<ul style="list-style-type: none"> <li>• Overall development approach</li> <li>• Architecture of the solution</li> <li>• Innovation &amp; technical excellence of the team</li> <li>• Involvement of partners</li> <li>• Milestones, results and budget planning</li> </ul>	3-4 pages plus a listing of milestones and deliverables
Usage of FIWARE technology	<ul style="list-style-type: none"> <li>• Explanation of how FIWARE is being used from an overall perspective</li> <li>• Listing the specific FIWARE components to be used and short outline with respect to each selected component</li> </ul>	Depending on the amount of FIWARE technology used. Ca. 2-4 pages
Declaration	<ul style="list-style-type: none"> <li>• Declaration concerning proposal submission</li> <li>• SME declaration</li> </ul>	Two signed forms by the coordinator

Following this guideline, you will need to prepare some 9-15 pages to submit a proposal. However, those assumptions are a rough estimation. The level of detail required also highly depends on the:

- Number of partners involved in the work,
- Complexity of the envisaged solution, and
- Size of the project and related efforts to be invested.

Moreover, the proposers need to answer an acceleration programme related questionnaire within the proposal submission tool. This will be used by the acceleration programme to carry out an overall analysis.

Please do not hesitate to contact the Finish accelerator in case of questions. You can also submit a short proposal outline before you are submitting a full proposal to discuss, if the overall idea would fit in the scope of the Finish accelerator. See section 3.6.1 for the contact details.

## 5 Frequently Asked Questions

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### 5.1 Compilation of Questions

In the following, you will find a list of frequently asked questions. We were trying to give short answers to highlight the key aspects that would be relevant for a potential proposer.

#### 5.1.1 What is FInish looking for?

Software applications that are building upon the FIWARE technology and/or the FIspace platform. The Apps shall provide an added value for collaborating actors in supply chains handling perishable food and flowers from farmers to consumers and all intermediates. If you have a great idea to support a specific topic in that area you found the right project and we are looking forward to receive your proposal soon.

#### 5.1.2 What is FInish not looking for?

Apps that don't utilize the FIWARE technology and/or the FIspace platform will not be funded. Also Apps that are not related to the food & flowers domain or that are not dealing with supply chain or business collaboration issues will not be supported. This means that Apps that, for example, focus just on isolated production activities (including farming, processing, manufacturing) are out of scope.

#### 5.1.3 How many Apps does the accelerator expect to fund?

Around 50 Apps – this will vary, due to the complexity and costs of Apps proposed.

#### 5.1.4 What topics can be addressed?

As long as it addresses topics in relation to perishable food and flowers supply chains as well as the accompanying service sectors (e.g. logistics for perishable foods/flowers) we are searching for ideas that create a value for the businesses.

#### 5.1.5 Who can apply?

Small, medium and micro enterprises established in the EU and associated countries (see also section 3.2 of the Guide for Applicants for a detailed answer).

#### 5.1.6 What are the key benefits for an App developer in FInish?

You can reuse FIWARE results and specifically the FIspace platform that reduces your development efforts when aiming at the realisation of Internet based solutions for B2B collaboration. You can benefit from features other Apps are providing, while coupling them via the FIspace platform. Furthermore, participating in the ecosystem of the Future Internet initiative including the App market-place of FIspace might open new markets for your app. On top of that, the funding will minimise your financial risk and the development results remain your intellectual property.

#### 5.1.7 How can I apply?

Prepare a proposal, explaining the technical context, the business value and the project planning. Finally, you need to submit it until the call deadline via the FInish portal (to be reached via the central FIWARE accelerator page: <http://www.fiware.org/accelerators> or the FInish accelerator page: <http://www.finish-project.eu>).

#### 5.1.8 How do I have to plan the project?

Your project plan has to follow the Guide for Applicants. It is crucial that you are defining a clear schedule and the results that will be elaborated. Please make sure, that the FInish accelerator will be able to test and validate, if the proposed functionalities/features of your App are satisfactory implemented. This planning and the related list of working results/deliverables as well as a documentation of developed results will be the main references for reviews and deciding on the reimbursement of costs.

### **5.1.9 Who is my local contact for the project?**

There are several contact points of the Finish accelerator, located in Belgium, Germany, Hungary, Italy, The Netherlands and Turkey. You can contact any of them as it seems suitable for you. They are able to respond in their local language and in English.

The Open Call Text is listing the Points of Contact in section 2.7.

### **5.1.10 When do I start?**

After the evaluation and selection has ended, either in Spring 2014 (Open Call 1) or in Summer/Autumn 2014 (Open Call 2). Generally, you are defining your individual project plan in your proposal. The project plan defines a start and an end-date for your project, which can be chosen freely in a time span of 8 weeks after the signature of the sub-grant agreement with the Finish accelerator. The latest end-date is June 2016.

### **5.1.11 Does Finish predefine Future Internet related Apps that shall be developed?**

No. We are open to any idea making use of FIWARE technologies and/or the FIspace platform, in the context of the addressed business domain and promising a business value.

### **5.1.12 How many organisations should participate in an App development?**

We are generally expecting that one SME is asking for a sub-grant. However, this SME could cooperate with other developers. These development partners should be described in the proposal and they must meet the same criteria as the proposer, which means that they must also be SMEs in Europe or an associated country. Furthermore, they should directly carry out work under the coordination of the proposing SME (see also the question below on eligible costs).

Moreover, the SME needs to collaborate with a business partner that would represent e.g. the business end-user, business service provider and/or product owner. The business partner needs not to be an SME. To assure a commitment, the business partner would need to sign a letter of intent of its willingness to contribute. Please also reference section 3.2.3 in the Guide for Applicants for further detail.

### **5.1.13 Is it also open to research institutes or only for industries?**

As long as your organisation fulfils the SME criteria and you are developing the envisaged App with your employed personnel, also research related organisations could apply, to e.g. preparing a spin-off.

### **5.1.14 Can I “sell” an existing App that is already available?**

No. Only efforts for developing a new App will be reimbursed. Of course you can develop on top of existing components/modules – this additional development could be reimbursed.

### **5.1.15 Can I advertise my App publicly in other channels than EC related ones?**

Sure you can. However, any dissemination action needs to state that the research and work leading to the results has received a sub-grant from the European Union Seventh Framework Programme (FP7/2007-2013) under grant agreement n° 632 857.

### **5.1.16 Which trade fairs and events can I use for dissemination of my application?**

There will be a series of European events for disseminating all applications from all accelerators in the next two years. As a minimum requirement, we expect that you will present your application in one of those main events and one Finish specific event during the accelerator runtime. If you want to use other trade fairs we appreciate. However, from a formal point of view, you need to explain the expected costs as well as to detail the planned dissemination action and the importance/added value of doing so.

“General networking activities” by e.g. visiting workshops, trade fairs and/or conferences cannot be considered as eligible. It is expected to have at least an explicit presentation of your App and a clear relation to the Future Internet programme.

### **5.1.17 Can I submit several proposals to different FIWARE accelerators for the same software application?**

Yes you can submit a proposal to different FIWARE accelerators, if it seems to fit with the addressed objectives of the accelerators. However, the same application must not be submitted to more than 3 FIWARE Accelerators. On top of that, the applicant needs to state that in the case of being accepted for funding by one of the FIWARE Accelerators, he/she will immediately notify the other Accelerators with whom it applied with the same proposal. On top of that, the applicant needs to state that he/she will NOT accept any funding or financing aid of more than one FIWARE Accelerator for the same proposal.

This shall assure that effort can only be reimbursed once. The submitted applications to the 16 accelerators will also be cross checked to identify any redundant proposals.

### **5.1.18 Can we present two or more proposals for different software applications?**

Sure. As long as you are proposing different Apps this would be eligible.

### **5.1.19 What is the available sub-grant for developing an application?**

Within Finish, we will limit the funding for one SME to 150 kEuro. This limit is independent of the number of Apps proposed. As an example, in Finish, a proposer could ask for 2 Apps each developed with the help of a grant of 75 kEuro.

### **5.1.20 What language should the proposal be submitted in?**

Proposals should be submitted in ENGLISH.

### **5.1.21 How do I proof technical excellence of my team?**

The short presentation of your organisation shall outline your key competencies and previous experience with respect to relevant implementations, projects and or products. Moreover, you need to provide short CVs of those individuals that will mainly work in your project – please do not put CVs of individuals that are finally not working or just with a minor role in your proposed work. Those CVs (approx. 3-5 lines of text) shall reflect their education and previous experiences that is relevant for the work proposed.

### **5.1.22 How should the proposal be submitted?**

There will be a submission tool that will be advertised on the Finish website (<http://www.finish-project.eu>) and on the central FIWARE accelerator page (<http://www.fiware.org/accelerators>).

### **5.1.23 How will my proposal be evaluated?**

External evaluators will assess the proposals based on predefined evaluation criteria. Based on the evaluation results, proposals will be ranked and funded as long as funding is available and the quality of the proposals is above the defined thresholds.

### **5.1.24 My proposal has been selected for funding, now what?**

You will be informed by the Finish accelerator and need to sign a sub-grant agreement. The terms and conditions are based on the rules of the Future Internet programme rules and conditions, are not negotiable and need to be signed before starting the realisation of the proposed software application. As soon as this agreement is signed you can start your work, based on your proposal that will be used as an annex to the sub-grant agreement, detailing the technology dimension, business value and project planning.

### **5.1.25 Who owns the Intellectual Property of the Software that my organisation develops?**

Your organisation.

### **5.1.26 Which programming language do I have to choose?**

The application that you are developing can be written in any language that you prefer. However, if you intend to use the FIspace platform the widget to be uploaded in the FIspace store and to be displayed by frontend, needs to be a W3C compliant widget.

### **5.1.27 Are there specific technical requirements?**

You shall use results of the Future Internet programme that were developed before. The basic intention is to test, improve and promote the wide uptake of those results to achieve a critical mass of commercial adoption. In the Finish accelerator we are furthermore promoting the use of the FIspace platform, which is one of the FIWARE technologies. Moreover, there is the FIWARE catalogue that offers additional software (<http://catalogue.fiware.org/>).

For being eligible to ask for a sub-grant you need to use FIWARE results. Without this usage your proposal cannot be considered for funding.

### **5.1.28 What support will be given to the developers selected in the open call?**

The Finish accelerator will provide some mentoring, helping you in the access to the FIWARE resources as well as supporting the business dimension and refinement of business models. Moreover, there will be communication channels to a larger target audience of potential customers.

### **5.1.29 How to align the App development with the major releases of the FIspace platform?**

The FIspace platform is still under development. First non-public releases for integration and experimentation are continuously released within the FIspace consortium.

The first public release will be available from November/December 2014. This release will offer a sub-set of the envisaged features and represents a beta version for first experimentation purposes.

The beta version will be further extended and FIspace is planning to offer at least in Spring 2015 an updated platform instance that can be used as experimentation environment for App developers. It shall be provided as the FIspace Lab, and successful applicants will be enabled to develop and test their Apps accordingly.

Main entry point for further information about FIspace is the following website:

[http://www.fispace.eu/getting\\_started.html](http://www.fispace.eu/getting_started.html)

### **5.1.30 Which are the general requirements of the Apps to be developed?**

They need to build upon FIWARE technology. Within Finish we are specifically promoting the usage of the FIspace platform to realise Apps for B2B collaboration in supply chains handling perishable food and flowers.

### **5.1.31 What support materials are available for proposers?**

Proposer can use the Finish Open Call text and the guide for applicants. Moreover, there are diverse FIWARE resources explaining the technical dimension of the programme.

### **5.1.32 When would my participation start, if selected and administrative process completed?**

After the closure of each call, the Finish accelerator will evaluate the proposals with the help of external experts. Finally, the proposals will be ranked and the sub-grant agreement (i.e. contract) needs to be signed by the Finish accelerator and the proposer. All this might require some 8-12 weeks. This means that you could start in Spring 2015 to develop an app, if you submit a proposal for the first open call.

### **5.1.33 What has to be reported for a reimbursement of costs?**

You have to present your work results, the developed app, and a related documentation. The documentation has to clearly list the delivered features in relation to your proposal that becomes the annex to the contract. The App needs to be delivered in a way, that the Finish accelerator is able to test the developed features. If there is a need to present your source code for review the Finish accelerator will not disclose any intellectual property as far as required by your organisation.

### 5.1.34 What are eligible costs?

Only costs generated during the lifetime of the project can be eligible. Generally, costs must be actually incurred (actual costs). That means that they must be real and not estimated, budgeted or imputed. Only costs generated during the lifetime of the project can be eligible.

Costs must be determined in accordance with the usual accounting and management principles and practices of the beneficiary. The accounting procedures used in the recording of costs and receipts shall respect the accounting rules of the State in which the beneficiary is established. The beneficiary's internal accounting and auditing procedures must permit direct reconciliation of the costs and receipts declared in respect of the project with the corresponding financial documents.

Cost must be used for the sole purpose of achieving the objectives of the project and its expected results, in a manner consistent with the principles of economy, efficiency and effectiveness. Finally the costs must be indicated in the proposal and finally the technical annex to the sub-grant agreement.

Moreover, personnel costs are only the costs of the actual hours worked by the persons directly carrying out work under the project and shall reflect the total remuneration: salaries plus social security charges (holiday pay, pension contribution, health insurance, etc.) and other statutory costs included in the remuneration. Such persons must:

- be directly hired by the participant in accordance with its national legislation,
- be working under the sole technical supervision and responsibility of the latter, and
- be remunerated in accordance with the normal practices of the participant.

A subcontractor (i.e. a third party which has entered into an agreement on business conditions with your organisation) is not considered eligible for realising your planned work. Since a subcontractor that would carry out part of the work of the project would work without the direct supervision of your organisation and without a relationship of subordination.

However, a small travel budget and dissemination material in order to present your project in the FIWARE events and Finish accelerator related activities would be eligible.

We would not recommend to plan for equipment, since assuming a relatively short time period of the project, the time for depreciation would be expected too long. However, if you see an explicit need, please explain at sufficient detail in your proposal how the depreciation costs are accounted for enabling the external evaluators to assess the eligibility.

The following costs shall be considered as non-eligible and may not be charged to the project:

- a) identifiable indirect taxes including value added tax,
- b) duties,
- c) interest owed,
- d) provisions for possible future losses or charges,
- e) exchange losses, cost related to return on capital,
- f) costs declared or incurred, or reimbursed in respect of another project of the Union or of Euratom,
- g) debt and debt service charges, excessive or reckless expenditure.

### 5.1.35 What are the maximum reimbursement rates of eligible costs?

When planning your project and the related development efforts for realising the app, you can calculate with 100% reimbursement of person efforts (i.e. developer related actual salary plus employers share). On top of the personnel costs you can add some 7% of overhead that would also be reimbursed. Travel costs could be reimbursed if they are directly required for being able to realise the App development (e.g. travels to your business partner for requirements analysis, prototyping, test, validation, integration of the App under development). Also travels for dissemination and preparing exploitation of the App could be reimbursed. However, you would need to be prepared to explain the purpose and results. You could also ask for some consumables (e.g. printing of flyers that are presenting the App). We would not recommend to plan for equipment, since assuming a relatively short time period of the project, the time for depreciation would be expected too long. However, if you see an explicit need, please explain at sufficient detail in your proposal for enabling the external evaluators to assess the eligibility.

### 5.1.36 Do I need to calculate for travel costs and dissemination events?

Yes please. Generally, a small travel budget and dissemination materials shall be taken into account for being able to present your results in FIWARE related activities. In accordance to your proposed project,

you could also plan for required travels as well as for the dissemination and preparation of App exploitation after your project ends. Moreover, we will also invite selected App developers to larger events for being able to disseminate to a large target audience.

### **5.1.37 The European Commission can ask for an audit – what does this mean?**

It is neither explicitly planned, nor predefined, but the European Commission may, at any time during the implementation of the project and up to five years after the end of the project, ask for financial audits or technical audit/review to be carried out, by external auditors/ experts, or by the Commission services themselves including OLAF. You need to keep your contractual documents and documentation of results elaborated at the defined milestones and specifically those main milestones that served for the review of being able to decide on the reimbursement of costs.

### **5.1.38 What happens if I cannot accomplish the project in the planned time?**

You will get the possibility to extend your project up to 3 month extra time without additional funding, if the new end of the project is not later than June 2016. You will have to apply for this extra time and explain the reasons that led to the delay. We will decide in each case individually.

### **5.1.39 What happens if I accomplish my project/development earlier compared to the initial plan?**

You can initiate the review procedure of the Finish accelerator earlier and update your planning for post project activities. However, due to aspects of efficiency within the overall accelerator, the review might not take place immediately, but tries to group reviews of several accomplished projects. However, you would be informed accordingly.

### **5.1.40 Do I use FIWARE enablers if I only would use FIspace?**

Yes, FIspace is based on several FIWARE Generic Enablers, including:

- Marketplace – SAP RI
- Repository – SAP RI
- Revenue Settlement and Sharing System
- Store – Wstore
- Application Mashup – Wirecloud
- Identity Management – KeyRock
- Access Control – THA Implementation

So if you use FIspace, you will indirectly also use these FIWARE enablers. Additional to the directly used GEs you can select the abovementioned GEs in section FIWARE Technology and enablers of the proposal. If you use the Business Collaboration module of FIspace you can further select the Complex Event Processing (CEP) – IBM Proactive Technology Online (Proton) GE.

In the FIWARE Adoption and Acceleration section of the proposal please select and describe only the usage of those GEs you are going to use DIRECTLY.

### **5.1.41 Can I ask for more information?**

If you need clarification about some technical or administrative aspects of the open call, you can request for it by sending an email to:

- [finish-business@finish-project.eu](mailto:finish-business@finish-project.eu) – questions with respect to the business domain of perishable food and flowers,
- [finish-technology@finish-project.eu](mailto:finish-technology@finish-project.eu) – questions with respect to the addressed technologies
- [finish-info@finish-project.eu](mailto:finish-info@finish-project.eu) for general questions about the Finish accelerator

Then, the accelerator will contact you to provide those clarifications or any documents that may support the response.

## **5.2 General Information available in the Internet**

The following table lists different links that are available in the Internet, providing further information about FIWARE and phase 3 of the Future Internet programme.

Table 4: Links to information available in the Internet.

Name	Description	Link
FIWARE Accelerators	An overview and explanation of the 16 FIWARE accelerators with links on where to get additional information and where to apply	<a href="http://www.fiware.org/accelerators/">http://www.fiware.org/accelerators/</a>
Finish	Website with regular update information	<a href="http://www.finish-project.eu">http://www.finish-project.eu</a>
FIspace	Website of the project that develops the FIspace platform for business collaboration	<a href="http://www.fispace.eu">http://www.fispace.eu</a>
FIspace for Developers	Wiki, including documentation for developers that would like to use the FIspace platform for business collaboration in combination with their software they are developing	<a href="http://dev.fispace.eu/doc/">http://dev.fispace.eu/doc/</a>
FIWARE software catalogue	Providing access to software resources to be used for the development of Future Internet software applications.	<a href="http://catalogue.fiware.org/">http://catalogue.fiware.org/</a>
FIWARE eLearning platform	The FIWARE eLearning platform provides training courses, lessons and other training material regarding the FIWARE technology.	<a href="http://edu.fiware.org/">http://edu.fiware.org/</a>
FIWARE Lab	The FIWARE Lab is providing working instances to test your application that makes use of FIWARE GEs.	<a href="https://lab.fiware.org/">https://lab.fiware.org/</a>
FI-PPP	Central page of the 'Future Internet Public Private Partnership' programme	<a href="http://www.fi-ppp.eu">http://www.fi-ppp.eu</a>

## 6 Evaluation

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This section is only relevant for reviewers of proposals. It is added to give as much as possible transparency in the review process.

### 6.1 Independent evaluation experts: Conflict of interest

#### 6.1.1 The Principle

When selecting independent experts, the evaluation organisers have to ensure that the expert does not have any conflict of interest in relation to the proposal or project on which they are required to give an opinion.

The expert must perform their work impartially. To this end, the expert is required to:

- Confirm there is no conflict of interest for the work s/he is carrying out by signing a declaration prior to the start of the work.
- Inform the contracting party of any conflicts of interest arising in the course of their work,

In general, a conflict of interest exists, if an expert has any vested interests in relation to the proposals upon which s/he is asked to give advice, or the expert and/or their organisation stands to benefit directly or indirectly, or be disadvantaged, as a direct result of the work carried out, or is in any other situation that compromises their ability to carry out their work impartially.

The contracting party will decide whether a conflict of interest exists, taking account of the circumstances, available information and related risks when an expert is in any situation that could cast doubt on their ability to carry out their work, or that could reasonably appear to do so in the eyes of an external third party.

If an expert knowingly conceals a conflict of interest, and is discovered during the evaluation, the expert will be immediately excluded, and (part of) the evaluation needs to be redone.

A disqualifying conflict of interest exists if an expert:

- Was involved in the preparation of the proposal
- Stands to benefit directly should the proposal be accepted
- Has a close family relationship with any person representing an applicant organisation in the proposal
- Is an investor, director, trustee or partner of an applicant organisation
- Is employed by one of the applicant organisations in a proposal
- Is a member of one of the Future Internet advisory groups set up by the Commission
- Is in any other situation that compromises his or her ability to evaluate the proposal impartially.

A potential conflict of interest may exist, even in cases not covered by the clear disqualifying conflicts indicated above, if an expert:

- Was employed by one of the applicant organisations in a proposal within the previous three years
- Is involved in a contract or collaboration with an applicant organisation, or had been so in the previous three years
- Is in any other situation that could cast doubt on his or her ability to evaluate the proposal impartially, or that could reasonably appear to do so in the eyes of an external third party.

Experts with a disqualifying conflict of interest may not participate in the evaluation at all.

#### 6.1.2 Identification, Monitoring and Reporting

The evaluation organisers shall brief the experts in writing or verbally on need to exclude a conflict of interest prior to their engagement. The briefing shall be documented.

The evaluation organiser provide experts with a contact to report conflicts of interests as soon as they arise, upon which the evaluation organisers takes action without delay. Overall the evaluation organiser shall monitor potential conflict of interest and document all issues arising.

As part of the evaluation report provided to the Commission, the evaluation organiser shall include a section reporting how conflicts of interest have been handled and any specific issues which arose prior and during the evaluation.

### 6.1.3 Declaration to Sign

I undertake to abide by the code of conduct for independent experts acting as evaluators covered in Annex (Code of conduct).

I undertake to inform the evaluation organiser immediately if I discover any disqualifying or potential conflict of interest with any proposal that I am asked to evaluate or which is the subject of discussion in any evaluation meeting in which I participate (Declaration of no conflict of interest).

Please check one of the two boxes below

- In particular, I declare that I have not submitted, nor am I, to my knowledge involved in any proposal currently under evaluation or submitted for evaluation, under the Flnish accelerator Open Call for Proposals.
- In particular, I declare that my participation in the evaluation of the following proposal(s) could create a conflict of interest:

I undertake not to reveal any detail of the evaluation process and its outcomes or of any proposal submitted for evaluation without the express written approval of the evaluation organiser. In case of evaluations carried out outside evaluation organisers controlled premises, I understand that I will be held personally responsible for maintaining the confidentiality of any documents or electronic files sent and for returning, erasing or destroying all confidential documents or files upon completing the evaluation, unless otherwise instructed

For acceptance:

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Place, Date: \_\_\_\_\_

*Note: To be included on review and evaluation process in tool.*

## 6.1.4 Annex to the Declaration to be Signed by Evaluators

### ANNEX Specific Conditions

#### Code of Conduct for Independent Experts Appointed as Evaluators

1. The task of an expert is to participate in a confidential, fair and equitable evaluation of each proposal according to the procedures described in this guide and in any programme-specific evaluation document. He/she must use his/her best endeavours to achieve this, follow any instructions given by the Commission to this end and deliver a constant and high quality of work.
2. The expert works as an independent person. He/she is deemed to work in a personal capacity and, in performing the work, does not represent any organisation.
3. The expert must sign a Declaration of no conflict of interest and confidentiality before starting the work, by which he/she accepts the present Code of Conduct. Invited experts who do not sign the declaration will not be allowed to work as an expert.
4. In doing so, the expert commits him/herself to strict confidentiality and impartiality concerning his/her tasks.
5. If an expert has a conflict of interest with a proposal, he/she must declare such facts to the responsible contact person designated by the evaluation organisers as soon as he/she becomes aware of this.
6. Experts may not discuss any proposal with others, including other experts or personnel of the evaluation organisers not directly involved in the evaluation of the proposal, except during the formal discussion at the meetings moderated by or with the knowledge and agreement of the responsible contact person from the evaluation organiser.
7. Experts may not communicate with applicants. No proposal may be amended during the evaluation session. Experts' advice to the evaluation organisers on any proposal may not be communicated by them to the applicants or to any other person.
8. Experts are not allowed to disclose the names of other experts participating in the evaluation.
9. Where it has been decided that proposals are to be posted or made available electronically to experts, who then work from their own or other suitable premises, the expert will be held personally responsible for maintaining the confidentiality of any documents or electronic files sent and returning, erasing or destroying all confidential documents or files upon completing the evaluation as instructed. In such instances, experts may seek further information (for example through the internet, specialised databases, etc.) in order to allow them to complete their examination of the proposals, provided that the obtaining of such information respects the overall rules for confidentiality and impartiality. Experts may not show the contents of proposals or information on applicants to third parties (e.g. colleagues, students, etc.) without the express written approval of the evaluation organiser. It is strictly forbidden for experts to make contact with applicants.
10. Where the evaluation takes place in an office or building controlled by the evaluation organiser, experts are not allowed to take outside the evaluation building any parts of proposals, copies or notes, either on paper or in electronic form, relating to the evaluation of proposals. Experts may be given the possibility of seeking further information (for example through the internet, specialised databases, etc.) to allow them to complete their examination of the proposals, but they may not contact third parties without the express consent of the Commission staff supervising the evaluation.
11. Experts are required at all times to comply strictly with any rules defined by the evaluation organisers for ensuring the confidentiality of the evaluation process and its outcomes. Failure to comply with these rules may result in exclusion from the immediate and future evaluation processes.

## 6.2 Evaluation Procedure of the Finish Accelerator

Before involving external experts, the Finish accelerator will check all proposals if they are eligible (i.e. specifically with respect to the following: received before the deadline, comply to the requirements as specified in the open call, containing all parts as requested by the proposal template/tool, containing the appropriate combination of partners, intending to make use of FIWARE technology).

The main reference for the briefing of evaluators and finally the evaluation of the proposals will be the open call text and the guide for proposers. Those documents were even detailed by the frequently asked questions that were published by Finish.

External experts will evaluate the proposals and assess the evaluation criteria as listed in the Guide for Applicants. Each of the different criteria will be separately assessed.

## 7 Declarations

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### 7.1 Letter of Intent for Business Partner Organisation

As described in sections 3.2.3 and 9.1.4 an applicant need to generally collaborate at least with one business partner, who will have to bring an own investment in the development of the proposed solution. Please use the following template and add information to quantify the in-kind contribution of the business partner.

**<Name of the Business Partner>**

Represented by: <Name of Representative>

<Address>

Logo of the  
Business Partner

Herewith declares to support the proposal **<proposal name>** submitted by **<name of the proposing SME>** in the framework of the 2<sup>nd</sup> Finish Open Call (FIWARE accelerator) as a business partner.

We support the proposing SME to assure that the realised solution (software application) is based on our real business needs and that the envisaged economic and market potential can be reached.

We declare that our organisation supports the project by:

- being highly interested in supporting the development and using the result,
- overtaking a role like an “end-user” or “product owner” in a scope of a use case, helping to define requirements, test and validate a solution as well as being able to make use of the envisaged solution,
- bringing into the project own in kind contribution (like costs for person effort to provide for e.g. interviews, test, validation, integration as well as equipment) in the amount of € **<XX.XXX>**

<or delete the previous sentence and replace it with the following statement in case of providing person effort, not calculated in financial terms>

- supporting the realisation of the project with person effort of about **<XX>** person months.

<Place, Date>

(Name & Signature)

(Stamp of the Organisation)

## **Annex to the Letter of Intent of the Business Partner Organisation**

**<Name of the Business Partner>**

Represented by: <Name of Representative>

<Address>

Please use this Annex if you would like to add a more detailed description of your organisation, your daily business as well as key problems that shall be addressed by the envisaged solution.

Therefore, please specifically highlight your interests in supporting the development and using the result in your description.

**How to prepare the Letter of Intent for Business Partners**

1. Please complete the fields with italic descriptions and add your logo.
2. Add or change the description of support that your organisation is willing to provide for the realisation of the project.
3. Change date, place as well as enter your name.
4. Please add an additional description of your organisation on page 2 (the annex) as appropriate.
5. After completing the letter, please print it on your letter paper, and please sign and scan it.
6. After scanning, send it to the main applicant that will submit the proposal, who will upload it via the proposal submission tool.

**This page is not part of the Letter of Intent.**

## 7.2 Letter of Intent for Exceptional Cases

As described in sections 3.2.3, if the proposer is targeting at the development of a software application that is directly addressing a large number of end-users at low costs (e.g. consumers) and not via an actor from the chain (e.g. retailer), it might be impossible to identify a single end-user/ business partner that would be able or willing to provide an in-kind contribution that could comply to the 5:1 principle.

***In such a case the proposer needs to provide signed letters of intent of business partners or other stakeholders that are willing to serve for requirements analysis and as beta testers for the solution developed.*** It would be assumed that a reasonable amount of end-users (each providing an LOI) is involved to assure valid requirements and test results. Please use the following template and add information to quantify the in-kind contribution of the business partner.

**<Name of the Business Partner/Stakeholder/End-user>**

Represented by: <Name of Representative>

<Address>

Logo of the  
Business Partner

Herewith declares to support the proposal **<proposal name>** submitted by **<name of the proposing SME>** in the framework of the 2<sup>nd</sup> Finish Open Call (FIWARE accelerator) as a **<business partner/ Stakeholder/ End-user>**.

We support the proposing SME to assure that the realised solution (software application) is based on our real business needs and that the envisaged economic and market potential can be reached.

We declare that **<our organisation/we as end-user>** support(s) the project by:

- being highly interested in supporting the development and using the result,
- overtaking a role like an “end-user” or “product owner” in a scope of a use case, helping to define requirements,
- test and validate a solution as beta-testers as well as being able to make use of the envisaged solution.

<Place, Date>

(Name & Signature)

(Stamp of the Organisation) <if applicable>

## Annex to the Letter of Intent of the Business Partner Organisation

### **<Name of the Business Partner>**

Represented by: <Name of Representative>

<Address>

*Please use this Annex to add a more detailed description of your organisation, your daily business as well as key problems that shall be addressed by the envisaged solution. Please also outline the following aspects as appropriate/ applicable to your situation:*

- The required approach to reach an impact in the business sector,*
- What is a critical mass of end-users required for the envisaged solution,*
- Your availability for being practically involved as end-user for requirements analysis and test.*

Therefore, please specifically highlight your interests in supporting the development and using the result in your description.

### How to prepare the Letter of Intent for Exceptional Cases

1. Please complete the fields with italic descriptions and add your logo.
2. Add or change the description of support that your organisation is willing to provide for the realisation of the project.
3. Change date, place as well as enter your name.
4. Please add an additional description of your organisation on page 2 (the annex) as appropriate.
5. After completing the letter, please print it on your letter paper, and please sign and scan it.
6. After scanning, send it to the main applicant that will submit the proposal, who will upload it via the proposal submission tool.

**Please remember that this is considered as an exception:** If you are not sure, if this exception might apply to your proposal you can also pre-check with the Finish accelerator, since if you are not providing the required explanation your proposal wouldn't be eligible ([finish-business@finish-project.eu](mailto:finish-business@finish-project.eu)). Furthermore, this is also no option, if you are just lacking the support /relation with an appropriate business partner that would be a key factor in your operational concept to e.g. provide access to data, services or other stakeholders in the chain.

**This page is not part of the Letter of Intent.**

## 7.3 SME Self-Declaration

### 7.3.1 Explanation

The first step to qualify as an SME is to be considered as an enterprise. According to the definition, an enterprise is 'any entity engaged in an economic activity, irrespective of its legal form'. Thus, the self-employed, family firms, partnerships and associations regularly engaged in an economic activity may be considered as enterprises.

Once you have verified that you are an enterprise, you have to establish the data of your enterprise according to the following three criteria:

- staff headcount,
- annual turnover,
- annual balance sheet.

The category of micro, small and medium-sized enterprises consists of enterprises which employ fewer than 250 persons and which have either an annual turnover not exceeding 50 million euro, or an annual balance sheet total not exceeding 43 million euro.

*Note:* The headcount corresponds to the number of annual work units (AWU), i.e. the number of persons who worked full-time within the enterprise in question or on its behalf during the entire reference year under consideration. The work of persons who have not worked the full year, the work of those who have worked part-time, regardless of duration, and the work of seasonal workers are counted as fractions of AWU. The staff consists of:

- employees;
- persons working for the enterprise being subordinated to it and deemed to be employees under national law;
- owner-managers;
- partners engaging in a regular activity in the enterprise and benefiting from financial advantages from the enterprise.

In general, most SMEs are autonomous since they are either completely independent or have one or more minority partnerships (each less than 25%) with other enterprises.

If that holding rises to no more than 50%, the relationship is deemed to be between partner enterprises. Above that ceiling, the enterprises are linked.

If you are autonomous, you use only the number of employees and the financial data contained in your annual accounts to check if you respect the thresholds mentioned above.

In case you are either a partner enterprise or a linked enterprise, please check the *SME user guide* for further eligibility criteria's.

→ [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)

## 7.4 Self-Declaration

My organisation is an SME meaning "micro, small and medium sized enterprise" within the meaning of Recommendation 2003/361/EC in the version of 6 May 2003.

→ see [http://ec.europa.eu/enterprise/enterprise\\_policy/sme\\_definition/index\\_en.htm](http://ec.europa.eu/enterprise/enterprise_policy/sme_definition/index_en.htm)

- employs fewer than 250 persons
- has an annual turnover not exceeding EUR 50 million, and/or
- an annual balance sheet total not exceeding EUR 43 million
- is autonomous and
- is an SME with the meaning of Recommendation 2003/361/EC, also taking into account partner or linked enterprises

## 7.5 Declaration of unique submission

The portal asks Applicants to declare the following:

- The Applicant states not to have applied to MORE than 3 other Accelerators in the FIWARE program with the same proposal.
- The Applicant states that in the case of being accepted for funding by one of the FIWARE Accelerators, he/she will immediately notify the other Accelerators with whom it applied with the same proposal.
- The Applicant states that he/she will NOT accept any funding or financing aid of more than one FIWARE Accelerator for the same proposal.
- In case the Applicant is accepted by the Flnish accelerator, he/she will provide the legal entity form to the Flnish Accelerator.  
[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)

## 8 Ethics

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Work involving the use of animals or humans should be carried out under the appropriate authorisation taking into account local ethical requirements. Any proposal, which appears to the funding organisation or designated evaluators/reviewers to contravene fundamental ethical principles, shall not be selected or continued, and may be excluded from the evaluation and selection procedure as well as project realisation at any time. Judgement of the significance of ethical issues will be made using the criteria published by the Commission in the guidelines for the 7th Framework Programme.

→ [http://ec.europa.eu/research/participants/portal/desktop/en/funding/reference\\_docs.html#fp7](http://ec.europa.eu/research/participants/portal/desktop/en/funding/reference_docs.html#fp7)

## 9 Proposal Template – Further Explanation

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Proposals must be submitted:

- Electronically through the Finish portal,
- In the language stated in the call announcement (ENGLISH),
- before the date and time given as the call deadline in the call announcement
- including a clear explanation how your proposed solution will build upon FIWARE technologies (see section 9) and
- including the answering of the “FIWARE common questionnaire”.

### 9.1 The Project Name and the Identification of the Team

#### 9.1.1 Project

To uniquely identify your proposed project, please provide the following:

- Acronym of your project as key identifier
- Title of your project; no longer than one sentence to highlight the key topic addressed
- Abstract of the proposal, giving a short overview of your idea, so that an evaluator has a good first impression of your solution (ca. 0,25 pages, but not more than 2000 characters)

#### 9.1.2 Applicant Identification – the Coordinator

We need to clearly identify of who is taking care for the coordination and realisation of the project. In general it shall be the party that receives the main part of the grant. Therefore, it needs to be represented by an organisation, qualifying as SME, web-entrepreneur or startup. If there are additional software developing partners that are eligible for a part of the grant, the coordinator will receive and distribute the grant according to the project plan. The following information needs to be provided:

- Legal name of the SME
- Type of the registered company:
  - Medium Sized (< 250 Employees, Turnover ≤ € 50 Mio. or Balance sheet total ≤ € 43 Mio.)
  - Small (< 50 Employees, Turnover ≤ € 10 Mio. or Balance sheet total ≤ € 10 Mio.)
  - Micro (< 10 Employees, Turnover ≤ € 2 Mio. or Balance sheet total ≤ € 2 Mio.)
  - Further information might be required in cases, if your company is fully or partly owned by another company to check if you are qualifying as an SME. Information can be found here: [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)
- VAT number and the national business registration number
- Date of establishment
- Office address

#### 9.1.3 Additional SMEs (optional)

Your proposal can include additional SMEs who will also be part of the Consortium and receive part of the grant. You need to provide the administrative details accordingly. Including additional SMEs in the proposal is optional and the relation between partners as well as planned cooperation shall be explained in section 9.1.6.

#### 9.1.4 Business partner(s)

Applicants need to collaborate at least with one business partner who will have to bring an own investment in the development of the proposed solution. These investments (support, providing data, operating a pilot, testing the software solution, consulting etc.) can be specified in terms of money (e.g. costs of personnel, investment in consumables) as well as formulated just in effort (i.e. person months to be used to support the requirements analysis, testing, validation, installation, operation). Please note that the Finish Accelerator can only aid up to a maximum of 5x the amount of investment or effort committed by the business partners.

As explained in section 3.2.3, you might need to consider an exception, due to your specific type of solution you envisage to develop that is directly addressing a large number of end-users at low costs (e.g.

consumers) and not via an actor from the chain (e.g. retailer), it might be impossible to identify a single end-user/ business partner that would be able or willing to provide an in-kind contribution that could comply to the 5:1 principle. **Please keep in mind that this is considered as an exception** and your proposal wouldn't be eligible if you are not providing the required explanation. If you are not sure, if this exception might apply to your proposal you can also pre-check with the Finish accelerator ([finish-business@finish-project.eu](mailto:finish-business@finish-project.eu)). Furthermore, this is also no option, if you are just lacking the support /relation with an appropriate business partner that would be a key factor in your operational concept to e.g. provide access to data, services or other stakeholders in the chain.

The following information needs to be provided for each business partner and/or other stakeholder:

- Key partner legal name
- VAT number and/or national business registration number
- Office address business partner
- Date of establishment
- Which type of organization is the business partner?
- Short company profile (max. 0,25 pages)
- Role in the project (ca. 2-5 sentences)
- Committed investment (in-kind contribution) either in terms of money or person effort.

### 9.1.5 Signed letter of intent

Please prepare a Letter of Intent (LOI) (see section 7.1) for each of your business partner(s) and let it be signed by your business partner. Without a firm commitment letter by your business partner, your proposal cannot be reviewed.

**Please note:** In case that you need to go for the exception (see previous section and 3.2.3), you need also to upload signed Letters of Intent of business partners or other stakeholders that are willing to serve for requirements analysis and as beta testers for the solution developed. You shall add a short explanation to those letters that is specifically outlining:

- The envisaged approach to reach an impact in the business sector,
- Proposer's access to a critical mass of end-users,
- Envisaged approach for practically involving end-users for requirements analysis and test.

### 9.1.6 Consortium – Relation between the applicant, SMEs and business partner(s)/ end-users

Give a brief description of the technological and business logic between the applicant, business partners, end-users and as appropriate with additional SMEs. Describe of who takes what role and how the collaboration functions, to help the evaluators to assess the excellence of the team as well as the quality of user relationship.

## 9.2 Proposal Outline (1-2 pages)

The proposal outline shall explain the overall idea of the proposal. Please explain the problem addressed and the envisaged approach to elaborate a related software application that is making usage of FIWARE technology. It shall enable the experts that are evaluating the proposal to understand the overall rational and motivation of your work. Recommended length is 1-2 pages and no more than 9,000 characters. Please outline specifically the following aspects:

- Addressed problem – Describe the currently existing problem and/or challenge, that your solution will solve for your customers
- Your envisaged solution – Describe your technical/operational solution you are going to develop to solve the addressed problem. Do not describe the concrete implementation (i.e. which FIWARE technology will be used for what purpose), but describe the wider picture of your solution respectively the technical overall concept. It would be helpful, if you are adding a graphic presenting the architecture/ overall rational of your solution.
- Benefit for your customers – Describe the benefits your solution will create for your target audiences, and try to quantify this.

- Impact on the sector – Describe, if you envisage that your solution will have a real impact on the sector. Do you think that it will find acceptance and a critical mass of real end-users? Will it improve the competitiveness of actors in the food and/or flower business sector?

### **9.3 The Business Model (1 page)**

The Applicant shall elaborate a business model. It is not expected that a full business plan will be provided, but a business model in a Canvas template to keep it short, but complete and concise. This shall to reduce the effort for its preparation and facilitate the understanding by the evaluators.

<p><b>Key Partners</b> Describe the network of suppliers and partners that make the business model work.</p>	<p><b>Key Activities</b> Describe the most important things your company must do to make its business model work</p>	<p><b>Value Propositions</b> Describe the bundle of products and services that create value for a specific Customer Segment</p>	<p><b>Customer Relationships</b> Describe the types of relationships your company establishes with specific Customer Segments</p>	<p><b>Customer Segments</b> Define the different groups of people or organizations your company aims to reach and serve</p>
	<p><b>Key Resources</b> Describe the most important assets required to make your business model work</p>		<p><b>Channels</b> Describe how your company communicates with and reaches its Customer Segments to deliver a Value Proposition</p>	
<p><b>Cost Structure</b> Detail all the envisaged costs incurred to operate the business model</p>			<p><b>Revenue Streams</b> Estimate the cash your company can generate from each Customer Segment (costs must be subtracted from revenues to create earnings)</p>	

To learn more, visit [www.BusinessModelGeneration.com](http://www.BusinessModelGeneration.com) and [www.BusinessModelGeneration.com/book](http://www.BusinessModelGeneration.com/book)

### 9.3.1 Explain your business model (ca. 0,75-2,5 pages)

You can **add an overall description on how your business model works** (max. 0,5-1 page and no more than 4000 characters), if you think that the evaluators need an additional support to understand the overall rationale with respect to the aspects highlighted in your business model canvas.

Moreover, please explicitly explain the following aspects to facilitate an understanding of the business potential in the addressed business sector:

- **Anticipated market demand and envisaged revenue model:**  
As outlined in your business model canvas, there shall be specific or more customer segments for your solution. Please outline your estimations of how big you expect this market to be as well as which revenue model shall be applied (ca. 0,25-0,5 pages and max. 2500 characters).
- **Competitive Advantage:**  
Describe your competitive advantage that makes your team and solution unique and cannot be easily copied by others that would try to overtake your market share (ca. 0,25-0,5 pages and max. 2500 characters).
- **Scalability and growth potential:**  
Describe your envisaged approach to transfer the project results into a generic solution that is valuable for other parties that are not yet your business partner. Explain how your solution can scale (ca. 0,25-0,5 pages and max. 2500 characters).

## 9.4 Project plan (3-4 pages plus a listing of milestones and deliverables)

### 9.4.1 Overall approach to develop the solution

Explain the overall sequence of steps to develop your solution. You can structure your project in phases or work packages. Highlight the underlying software development approach you are planning to apply as well as the planned main interactions of the different partners in the overall project. Which are the main responsibilities and which partner will lead which elements of your project? (ca. 0,5-1 page and max. 5000 characters)

### 9.4.2 Architecture of the solution

Please explain the overall architecture of your software application and add a graphical overview of the application's architecture. This shall identify the main components of your solution as well as indicate the envisaged usage of FIWARE technology. (ca. 0,5-1 page and max. 5000 characters; plus a graphic)

### 9.4.3 Innovativeness of solution

Describe what the technologically innovative aspects of your solution are, compared to existing technological or operation solutions in the market. (ca. 0,25-0,5 page and max. 5000 characters)

### 9.4.4 Technical excellence of your team

Provide the name, function, and short cv (2-5 sentences) on team members intending to work on the project and give a short description of your team.

### 9.4.5 Involvement of business partner(s), end-users and other stakeholders

How are you involving your business partner(s), end-users and other stakeholders in your project work? (ca. 0,5-1 page and max. 5000 characters)

For example if your business partner will run a pilot, when and how will this be done; if your business partner is consulting you regarding processes in his business domain, how will this be integrated in your development cycle?

Which kind of metrics shall be used to verify your solution? Please indicate key metrics and related results successfully realize your project. If necessary, indicate how the metrics will be measured.

### 9.4.6 Milestones

Please, provide the planning in the form of a series of milestones (name, deadline, overall project status, responsible). At least two milestones should be defined and maximum six.

A short description on how to reach your milestones shall be added.

#### 9.4.7 Work Results - List of Deliverables

The work results shall be outlined, listing specific work results that shall be delivered at specific milestones in your project. Please describe the following:

- Name of the Deliverable
- Short description
- Responsibility
- Due date (milestone)

These deliverables will be used to check the performance of your project. Therefore, this description shall facilitate a review of work results and shall help to avoid a misunderstanding of what has to be expected at the different milestones in your project.

#### 9.4.8 Budget planning

Please give us estimates on how you would spend the grants in the event your Application is selected. At this stage, all Applicants need to provide a budget planning inserted below. Please complete the best estimates for your project, using the indicated categories.

Category	Amount			
	Applicant	Additional SME (optional)	Additional SME (optional)	Total
Person Effort (person months)				
Person Costs (Euro)				
Travel (Euro)				
Consumables (Euro)				
Other eligible costs (Euro)				
Overall Sum eligible costs (Euro)				
7% overhead (7% of eligible costs)				
Total Funding requested from Finish (Euro)				
	Business Partner Contribution (Euro or PM)			
	Share of BP Contribution <sup>9</sup> (%)			

#### 9.5 Usage of FIWARE technology (ca. 2-4 pages)

Describe of how you are going to use FIWARE technologies in your solution? (ca. 1-2 pages; max. 8,000 characters).

The submission tool will help you to indicate of which FIWARE enablers you plan to build upon. Please, only use the official names from the FIWARE catalogue (<http://catalogue.fiware.org>). If you are going to use the FIspace platform you are indirectly using the following FIWARE GEs, which you can select here: Marketplace (SAP RI), Repository (SAP RI), Revenue Settlement and Sharing System, Store (Wstore), Application Mashup (Wirecloud), Access Control (THA Implementation). If you use the event processing component of FIspace you can further select the Complex Event Processing (CEP; IBM Proactive Technology Online [Proton]) GE.

Moreover, a series of questions on how you are building upon the FIWARE technologies in the project you are proposing need to be answered. The FWARE questionnaire is included in several open calls of

<sup>9</sup> Min. 16,7 % of total budget (i.e. total budget = total funding plus BP contribution) requested or of overall person effort planned. This equals 1 share of the business partner compared to the 5 shares that are funded by the Finish accelerator.

the FIWARE Accelerator Program. Your answers to the questions will be carefully considered by the evaluators in order to assess the adoption of FIWARE technology.

Applicants need to select the FIWARE technology category they intend to build upon and answer the questions regarding the subsection described in the FIWARE Usage Questionnaire (see section 9). **Please note, you must build upon FIWARE and/or Fispac technology to assure eligibility of your proposal.**

**Notice:**

- If you are not using a FIWARE GE from a given context/chapter, you don't have to answer the related questions.
- Each description cannot have more than 2775 characters (ca. ¾ page).
- If you are going to use the Fispac platform, please select and describe only those GEs you are going to use **DIRECTLY** without Fispac.

Therefore, you need to explain the envisaged usage of the FIWARE technology that you intend to build upon. The Finish tool is including a related questionnaire to help and structure the explanation. It is structured in accordance to the different FIWARE GE categories. Explaining the usage of FIWARE for:

- Data/Media Context Management
- Connection to the Internet of Things
- Application/Data Delivery
- Advanced Web-based User Interface
- Advanced middleware
- Robotics
- Security
- Cloud infrastructure

## 9.6 Acceleration Programme Questionnaire

The proposers need to answer an acceleration programme related questionnaire within the proposal submission tool. This will be used by the acceleration programme to carry out an overall analysis.

It asks about main characteristics of the proposer and the proposal.

## 9.7 Declarations by the Applicant

The Applicant states not to have applied to MORE than 3 other Accelerators in the FIWARE program with the same proposal.

The Applicant states that in the case of being accepted for funding by one of the FIWARE Accelerators, he/she will immediately notify the other Accelerators with whom it applied with the same proposal.

The Applicant states that he/she will NOT accept any funding or financing aid of more than one FIWARE Accelerator for the same proposal.

In case the Applicant is accepted by the Finish accelerator, he/she will provide the legal entity form to the Finish Accelerator.

[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)

## 10 FIWARE Usage Questionnaire

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As outlined in the call text, the applications to be developed and submitted in the scope of the Finish accelerator need to make usage of FIWARE technologies (i.e. either the FIspace platform and/or other Generic Enablers). FIWARE is providing help and recommendations for submitters to FIWARE Acceleration Programme regarding planned usage of FIWARE. The following sections 10.1 and 10.2 are providing some guidance about the usage of FIspace/FIWARE technologies.

### 10.1 FIspace Platform

In addition to Generic Enablers (GE), the FIWARE program offers a range of Specific Enablers (SE) that are developed and provided by the Phase II projects of the program. A specific enabler of particular interest for transport, logistics and agri-food is the "FIspace platform".

FIspace is a Future-Internet-based extensible SaaS-platform fostering seamless, efficient, and effective business collaboration across organizational boundaries. The platform offers hosted services, as well as an App developer kit (SDK). By using the FIspace platform in combination with the proposed application it is considered that the proposer is "using FIWARE technology", as also FIspace incorporate the usage of GEs.

How does your application intend to use the FIspace platform? Which FIspace features do you intend to use? Are you planning to use capabilities of applications that are developed by other App developers, integrated with your application, facilitated by the FIspace platform? How will you interface/integrate your application with FIspace? Do you intend to interface external systems? How will your application be offered and which revenue model do you intend to apply?

### 10.2 Questions to measure usage of FIWARE by a given application

This can be accessed via the following link: <https://www.fiware.org/fiware-usage-questionnaire/>

However, as by October, 10<sup>th</sup> 2014 in the following a series of questions that will be taken into account when measuring usage of FIWARE by a given application to any of the Open Calls published by FIWARE Accelerators is presented.

They will be considered by evaluators of the top-level evaluation criterion related to Use of the FIWARE technology. Consequently, submitters of applications to the Open Calls published by FIWARE Accelerators are invited to bear them in mind when answering questions about how they plan to use FIWARE in application forms. Their answers can be structured the way they prefer, following recommendations of each of the specific Open Calls, but submitters of applications should take into account that answers to the questions below should be easy to derive from their answers in submitted application forms.

### Data/Media Context Management

#### **Context-Awareness**

What are the kind of entities that are relevant to the application (i.e., made up the application's information model)? Is the application intending to exhibit a context-aware behaviour (i.e., a behaviour that depends on values of attributes characterizing entities that describe the context)? How does the application implement context-awareness? What would be the sources of context information in the application? Are there plans to use the FIWARE Context Broker GE (reference implementation: Orion) to handle/publish Context Information and implement context awareness? How?

#### **Event-processing**

Does the application detect scenarios or events to which the application reacts? What kind of reaction does the application trigger? Does the application need to perform some sort of real-time processing on events (e.g. change on context information)? Are there plans to use the FIWARE Complex Event Processing GE (reference implementation: ProTon) to handle scenarios or perform real-time event processing? How?

## **Big Data**

Does the application need to perform BigData analysis? Does it need to analyze big files or datasets in batch mode? Is it planned to exploit map&reduce techniques in the data analysis using Hadoop? Are there plans to use the FIWARE BigData GE (reference implementation: Cosmos) for this purpose? How?

## **Service Orchestration**

Does the application orchestrate services from third-party systems or implement some sort of workflow? How does it plan to implement it?

## **Media Streams**

Does the application require to process media streams in real-time? What kind of media streams? What kind of processing does it need to perform in media contents? Does it process/generate metadata linked to media streams? Does it need to implement real-time media communication? Does it need to broadcast media streams? Does it need to archive large media streams? Are there plans to use the FIWARE Real-time Media Streaming Processing GE (reference implementation: Kurento) for this purpose? How?

## **Open Data and Datasets**

Does the application consume datasets provided by a third party (as Open Data or not)? Does the application produce, publish or modify datasets? Does access control to these datasets need to be handled? Are there plans to use the CKAN platform for the purpose of managing and publishing datasets? How? (note: CKAN is the reference implementation of the FIWARE Datasets Management GE)

## **Connection to the Internet of Things**

### **Sensor Usage**

Does the application require to handle data from sensors or actuate on devices deployed in the field (actuators)? How many of them is the application expected to handle? What kind of sensors/actuators does it connect to?

### **Sensor Data Processing**

How is data from sensors processed? Does it get integrated as part of context information in order to support some context-awareness behaviour?

### **Device Management**

What kind of protocols does the application handle to connect to sensors and/or actuators? How does it handle scalability in the number of sensors/actuators connected to the application? Are there plans to use the FIWARE IoT Backend Device Management GE (reference implementation: IDAS) for this purpose? How?

### **IoT Broker**

Values of some attributes characterizing entities that are relevant to the application may be calculated based on the combination of measures captured from multiple sensors (e.g. the temperature of a building may be calculated as the average of temperatures measured in each floor). How does the application plan to implement this kind of calculations? Are there plans to use the FIWARE IoT Broker GE for this purpose? How?

### **Gateway**

Does the application require to perform certain filtering/processing on measured data that executes closer to sensors (i.e., executed in gateways/hubs distributed closer to sensor devices) in order to optimize traffic and handle scalability? What are the plans to implement it? Are there plans to use FIWARE IoT Gateway GEs for this purpose? How?

## **Application/Data Delivery**

### ***Application Mashup***

Does the application plan to provide some sort of widget-based management dashboard to monitor application data? Does it plan to be customizable by the user? Are there plans to implement these dashboards using the FIWARE Application Mashup GE (reference implementation: Wirecloud) for this purpose? How?

### ***Data Visualization and Analysis***

Does the application plan to implement some module that will enable users to generate reports, visualize data statistics and KPIs and perform customizable data/KPI analysis? Are there plans to use the FIWARE Data Visualization and Analysis GE (reference implementation: SpagoBI) for this purpose? How?

## **Advanced Web-based User Interface**

### ***Web-based User Interfaces***

Does the application require an User Interface that supports 3D Web features? Are there plans to use any of the FIWARE GEs in the Advanced Web-based User Interface chapter for that purpose? How?

### ***3D***

Does the application require to model and display 3D virtual worlds or represent GIS information through a Web 3D User Interface? Are there plans to use any of the FIWARE GEs in the Advanced Web-based User Interface chapter for that purpose? How?

### ***Augmented Reality***

Does the application require to support some Augmented Reality features? Are there plans to use any of the FIWARE GEs in the Advanced Web-based User Interface chapter for that purpose? How?

### ***Virtual Characters/Avatars***

Does the application require to use virtual characters/avatars? Are there plans to use any of the FIWARE GEs in the Advanced Web-based User Interface chapter for that purpose? How?

## **Advanced middleware**

### ***High-Performance Data Exchange***

Does the application require very-fast real-time data exchange that goes beyond what regular REST/http-based middleware may support? In what scenarios? What sort of middleware is it planned to be used in case there is the need for an alternative to http? Are there plans to use the Advanced middleware GE (reference implementation: KIARA) to implement your requirements? How?

## **Robotics**

Does the application require to interact with some autonomous device like a robot? How? What is the robot operating system or robotics framework used by the robots the application has to interact with (ROS, Player, YARP, Orocos, Microsoft Robotics Studi, ...)?

## **Security**

### ***Authorization***

What type of authorization framework will the application implement? Are there plans to adopt OAuth 2.0 for implementing authorization? Are there plans to use the FIWARE Identity Management GE (reference implementation: KeyRock) for this purpose?

### ***Access Control***

What kind of framework will the application implement for controlling access to exported data and/or APIs (Application Programming Interfaces)? Are there plans to use the access control framework supported in FIWARE for this purpose?

### ***Security Monitoring***

Does the application require to face any specific security thread? Are there plans to use the FIWARE Security Monitoring GE for this purpose? How?

## **Cloud infrastructure**

### ***Object Storage***

Will the application involve significant amounts of data? Of what kind? Does the application require Object Storage? What kind of object files does the application need to store? How large? Are there plans to use the FIWARE Object Storage GE for this purpose? How?

### ***Runtime Base Stack***

What runtime base stack software and/or frameworks does the application plan to use? E.g., web/application servers? SQL/NoSQL Databases? Messaging? Other?

### ***Scalability***

Is it envisioned that the application be elastic (in terms of amount of VMs and/or other resources consumed over time)? Which technologies (provided by FIWARE platform or otherwise) are planned to be used?

### ***Usage of FIWARE Lab***

Is it planned to deploy the application on the FIWARE Lab Cloud in order to perform testing?

