

CEED Tech - Open call text

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| <p>Title <i>Brand of consortium</i></p> | <p>CEED Tech www.ceedtech.eu</p> | | | | | | | | |
| <p>Claim <i>Up to 100 characters</i></p> | <p><u>CEED Tech</u> is a consortium of five startup accelerators, operating in Central and Eastern Europe. Since 2011, we have launched 111 technology companies, and helped them raise over €11,8M in seed and venture capital.</p> <p>All of our accelerators are backed by private investors and the European Commission, which enables us to offer unique access to financing, mentorship and <u>FIWARE</u> technologies.</p> | | | | | | | | |
| <p>USP</p> | <table border="1" data-bbox="506 743 1370 1178"> <tr> <td data-bbox="506 743 792 940"> <p>111 Companies in our Portfolio</p> </td> <td data-bbox="792 743 1078 940"> <p>€2.5 M Available funds for Startups</p> </td> <td data-bbox="1078 743 1370 940"> <p>450 Mentors in our Accelerators</p> </td> </tr> <tr> <td data-bbox="506 940 792 1178"> <p>5 Startup Hubs in Central and Eastern Europe</p> </td> <td data-bbox="792 940 1078 1178"> <p>100 Investors Among Mentors</p> </td> <td data-bbox="1078 940 1370 1178"> <p>3-6 Month Acceleration Programs</p> </td> </tr> </table> | | | <p>111 Companies in our Portfolio</p> | <p>€2.5 M Available funds for Startups</p> | <p>450 Mentors in our Accelerators</p> | <p>5 Startup Hubs in Central and Eastern Europe</p> | <p>100 Investors Among Mentors</p> | <p>3-6 Month Acceleration Programs</p> |
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| <p>5 Startup Hubs in Central and Eastern Europe</p> | <p>100 Investors Among Mentors</p> | <p>3-6 Month Acceleration Programs</p> | | | | | | | |
| <p>Value proposition <i>We need to sell:</i> <i>Track record</i> <i>Funding</i> <i>Mentors</i> <i>Domains/Focus</i> <i>Timing</i> <i>Locations</i> <i>Perks</i></p> | <p>CEED Tech is a consortium of five startup accelerators, operating in Central and Eastern Europe. Since 2011, we have launched 111 technology companies, and helped them to raise over €11,8 M in seed and venture capital.</p> <p>With the input of 450 program mentors, we have advised and trained ambitious entrepreneurs with projects in data, cloud services, analytics, transactional technologies, fintech and e-commerce, B2B technologies, location-based services, and security software.</p> <p>Our passion is to help young companies build viable products, launch them quickly and successfully raise capital.</p> <p>Our five 3-6 months acceleration programs are based in vibrant technology hubs in <u>Estonia</u>, <u>Lithuania</u>, <u>Slovakia</u>, <u>The Czech</u></p> | | | | | | | | |

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| | <p><u>Republic</u> and <u>Hungary</u>. We carefully design our acceleration processes around the specific needs of our participants, while employing best practices established by larger, world-leading technology accelerators.</p> <p>CEED Tech is a project co-funded by the European Commission under the Seventh Framework Programme (2007-2013).</p> |
| <p>Accelerator programme package <i>Offer to applicants</i></p> | <p>Each team accepted to the accelerator will receive initial seed financing in the form of a grant in total of up to €30,000. In addition, promising companies with highest potential business ideas, who have proved the viability and market potential of their product idea, as well as the capabilities of the project team, will receive follow-up funding of €30,000 - 250,000 after the programme.</p> <p>All investments made are co-financed by private angels and venture investors with proven track records of cooperation with our accelerators. The private investment will be made in return for 5% to 15% of equity stake in the startup.</p> <p>The acceleration process is broken down into 4 phases. The first 3 phases take place in-house, at our accelerators, for 3 to 6 months, depending on location.</p> <p>PHASE 1: SHAPE Phase 1 of the program is designed to ensure that a company is targeting the right market, with the right products. A company's business model and product aims may shift significantly in this exploratory period, as input from mentors and new insights solidify the best path towards rapid growth.</p> <p>PHASE 2: BUILD Now it's all about executing on your vision. Heads down! It's time to deliver the goods with the participation of pilot customers. Founders can expect sleepless nights of coding, plenty of coffee, and some of the best work they will ever do.</p> <p>PHASE 3: SELL It's now time to finalise the minimum viable product, launch, and convert pilot customers into paying customers. Mentors intensively prepare the teams to speak to investors at Demo Day, and begin charting a path toward investment.</p> |

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| | <p>PHASE 4: FOLLOW-UP</p> <p>Growth and hard work pay off in this phase. Companies are now ready to boost their customer and partner base in target markets and continue with product development and sales, while developing good investor relations.</p> |
| <p>FIWARE package</p> | <p>CEED Tech accelerators are business accelerators and the full acceleration programme is provided in exchange for equity.</p> <p>The teams who are interested in only testing and developing their applications using FIWARE technologies can apply for the FIWARE grant.</p> <p>The FIWARE grant includes the grant in sum of up to €15 000. These startups will also receive FIWARE support through the accelerator and access to a number of services at the accelerator.</p> <p>The services include:</p> <ul style="list-style-type: none"> - access to FIWARE support through the accelerator location - FIWARE workshops held at the accelerator - access to 2-4 workshops held at the accelerator location - 6h of business mentoring <p>In addition, promising companies with highest potential business ideas, who have proved the viability and market potential of their product idea, as well as the capabilities of the project team, will receive follow-up funding of €30,000 - 250,000 after the programme.</p> |
| <p>Applications</p> | <p>Applications for the second CEED Tech Batch will be accepted from mid-July to November 11, 2015 with the programmes run at the beginning of 2016. We welcome teams from Europe and beyond*. Projects in the areas of data, cloud services, analytics, transactional technologies, fintech and e-commerce, B2B technologies, location based services and security, are encouraged to apply.</p> <p>EC grants are contingent upon the use of FIWARE technology, <i>i.e. FIWARE generic enablers, specific enablers and/or domain specific platforms</i>. The development of all applications for CEED Tech accelerators must include FIWARE technology, as part of a European Program for Internet-enabled Innovation.**</p> |

*Submissions retained for funding must come from organisations or individuals legally established in the European Union; or in Switzerland, Israel, Norway, Iceland, Liechtenstein, Turkey, former Yugoslav Republics of Macedonia, Serbia, Albania, Montenegro, Bosnia & Herzegovina, Faroe Islands or Republic of Moldova. Funding proposals coming from any other country will be granted only in exceptional cases.

**All startups are encouraged to contact us for consultation on the use of FIWARE or cooperation on individual terms.

Selection Process

A total of 40 to 50 teams per call will be accepted to five CEED Tech acceleration programs, with each location selecting between 8 and 10 teams.

The following aspects of the team and the business concept will be evaluated:

| Criteria | Aspects evaluated |
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| Team (at least 40% of the final score) | <ul style="list-style-type: none"> - Industry background and previous startup experience - Team cohesion, and composition - Demonstrated motivation and drive to succeed |
| Technical viability and sustainability (up to 20% of the final score) | <ul style="list-style-type: none"> - Current stage of product development - Traction |
| Market opportunity (up to 20% of the final score) | <ul style="list-style-type: none"> - Potential market size and opportunity - Competitive landscape - Business model |
| Use of FIWARE Technology (up to 20% of the final score) | <ul style="list-style-type: none"> - Exploitation of enablers and use case platforms (application round) - Plan for the use of technology (interview round) |

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| | <p>Following the open call, applicants will be selected based on the strength of the initial application for follow-up interviews and inquiries. Interviews are conducted online and in person.</p> <p>The quality of responses to requests for supporting information and to interview questions is a significant determining factor in the selection of successful teams for acceleration.</p> | | | | | | | | | | |
| Deadlines | <p>The second open call will commence in July 2015, and applications will be accepted on a continuous basis until Nov 11, 2015. Apply at www.f6s.com/ceedtech</p> | | | | | | | | | | |
| Points of Contact | <p>Accelerators:</p> <table border="1" data-bbox="506 743 1365 1493"> <tr> <td data-bbox="506 743 695 894">StartupYard (Czech Republic)</td> <td data-bbox="695 743 1365 894">Nikola Rafaj, nikola@startupyard.com</td> </tr> <tr> <td data-bbox="506 894 695 1045">Digital Factory (Hungary)</td> <td data-bbox="695 894 1365 1045">Szabolcs Valner, szabolcs@valner.com</td> </tr> <tr> <td data-bbox="506 1045 695 1155">The Spot (Slovakia)</td> <td data-bbox="695 1045 1365 1155">Eva Havasova, eva@thespot.sk</td> </tr> <tr> <td data-bbox="506 1155 695 1306">Startup Wise Guys (Estonia)</td> <td data-bbox="695 1155 1365 1306">Maris Prii, maris@startupwiseguys.com</td> </tr> <tr> <td data-bbox="506 1306 695 1493">Open Coffee Club Vilnius (Lithuania)</td> <td data-bbox="695 1306 1365 1493">Rokas Tamosiunas, rokas.tamosiunas@opencoffeeclub.lt</td> </tr> </table> <p>CEED Tech is coordinated by Civitta (Estonia) - Grete Gutmann, grete.gutmann@civitta.ee</p> | StartupYard (Czech Republic) | Nikola Rafaj, nikola@startupyard.com | Digital Factory (Hungary) | Szabolcs Valner, szabolcs@valner.com | The Spot (Slovakia) | Eva Havasova, eva@thespot.sk | Startup Wise Guys (Estonia) | Maris Prii, maris@startupwiseguys.com | Open Coffee Club Vilnius (Lithuania) | Rokas Tamosiunas, rokas.tamosiunas@opencoffeeclub.lt |
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Startup Wise Guys

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| <p>About the accelerator</p> | <p>Startup Wise Guys BusinessTech is the leading B2B Software accelerator in Europe, located in Tallinn, Estonia. Our goal is to build a bridge of innovation connecting startups from around the world to experts from the EU, UK and the US.</p> <p>We offer a 3+1 month, mentor-driven startup program that utilizes corporate partnerships to increase successful pilot programs, while emphasizing product development. An extra month focused on seed investments. Our key specialties are embedded in B2B sales drive curriculum, reflecting expertise of the Estonian business landscape.</p> |
| <p>Focus/Domain <i>Fill in all domains you focus on</i></p> | <ul style="list-style-type: none"> ● B2B: ● SaaS ● Cloud ● Payments ● Data ● Analytics |
| <p>Mentors <i>How many mentors</i></p> <p><i>Top Mentors</i></p> | <p>80+ Mentors</p> <p>Jon Bradford - Managing Director at Techstars London Marvin Liao - Venture partner at 500 Startups Eamonn Carey - Entrepreneur in Residence at Techstars Wayne Gibbins - Vice President at Notion Capital Yrjö Ojasaar - Managing Partner Solon Partners Andrus Purde - Head of Marketing at Pipedrive Dimitar Stanimiroff - Managing Director Stack Overflow Careers EMEA Paula Marttila - Digital Product and Business Developer, Startup Advisor Agur Jõgi - Group CTO at Bigbank AS</p> |
| <p>Companies in Portfolio</p> <p><i>3 top companies</i></p> | <p>43 Companies with Founders from 32 Countries</p> <p>VitalFields - data gathering and analyzation for farmers, which have raised together over \$3m. Investly - crowd financing platform for small businesses, raised €600k in 6 months after graduating program.</p> |

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| | Monolith - analytics for real-life retail stores |
| Partners | <p>Microsoft Ventures: startup incubators and accelerators</p> <p>Amazon Web Services: cloud hosting</p> <p>PayPal: online payments</p> <p>Google: cloud hosting and apps</p> <p>Notion Capital: B2B VC</p> <p>Fried Frank: legal</p> <p>UKTI: UK trade and investment</p> <p>Softlayer: data centers</p> <p>SmartCap: VC</p> |
| URLs | startupwiseguys.com |
| Website | |
| Blog | startupwiseguys.com/blog |
| Twitter | @startupwiseguys |
| Facebook | facebook.com/StartupWiseGuys |

DigitalFactory

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| About the accelerator | <p>Digital Factory is a Budapest based incubator for global tech startups. We help entrepreneurs build viable products and good businesses. Since 2013 Digital Factory has accelerated 16 companies. Digital Factory is operated by serial entrepreneurs and business angels</p> |
| Focus/Domain | <p>Currently focusing on “Transactional technologies”:</p> <ul style="list-style-type: none"> ● eCommerce ● Marketplaces ● Related SaaS services <p>With CEED Tech, expanding scope to include all areas of concentration in this call</p> |

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| <p>Mentors How many mentors</p> <p>Top mentors</p> <p>How mentors are investors</p> | <p>20 Mentors Sabie Valner - eOptika, Vatera Imre Hild – iCatapult Viktor Szathmary – Scarab Research / Emarsys</p> <p>80% of Mentors are Investors</p> |
| <p>Companies in Portfolio</p> <p>3 Top Companies</p> | <p>16 Companies</p> <p>eOptika.com Oszkar.com Brandvee.com</p> |
| <p>URLs Website</p> | <p>www.digitalfactory.vc https://www.facebook.com/DigitalFactoryIncubator @digfacincubator</p> |

StartupYard

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| <p>About the accelerator 1 paragraph</p> | <p>StartupYard is a seed accelerator for technology startups. Its goal is to help companies build a viable product, launch fast and prepare to attract funding. Since 2011, StartupYard has accelerated 35 companies, of which 21 are still active, 14 have raised angel capital, and 4 have been acquired. StartupYard is a member of Global Accelerator Network and is based in Prague, Czech Republic.</p> |
| <p>Focus/Domain</p> | <ul style="list-style-type: none"> ● Data and analytics ● E-commerce ● Social media ● FinTech ● Mobile ● IoT |

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| Mentors <i>How many mentors</i> <i>Top Mentors</i> <i>How many mentors are investors?</i> | 82 - http://startupyard.com/mentors/ Jan Muehlfeit - exChairman @ Microsoft Europe Ondrej Bartos - Partner @ Credo Ventures 30 Mentors are Investors |
| Companies in Portfolio <i>3 Top Companies</i> | 35 Companies Brand Embassy - social media DameJidlo - food delivery TeskaLabs - mobile security |
| Partners | SoftLayer – cloud servers http://www.mazars.com/ - consulting SendGrid – email delivery https://www.microsoft.com/bizspark/ – cloud services |
| URLs Website Blog Twitter Facebook | StartupYard.com Our blog @startupyard https://www.facebook.com/StartupYard |

The Spot

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| About the | The Spot is a seed accelerator for technology startups. With our |
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| Facebook | facebook.com/TheSpotSK booster.sk |
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Open Coffee Club Vilnius

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| <p>About the accelerator <i>1 paragraph</i></p> | <p>Open Coffee Club Vilnius from worldwide OCC network launched by Saul Klein in London, 2007. Since its founding, OCC Vilnius has assisted hundreds of start-ups, driving them towards raising capital, gathering a team, winning international competitions, and various other goals.</p> <p>OCC Vilnius provides both early stage and later stage start-ups with business advice from an international network of mentors, and access to essential resources for starting up.</p> |
| <p>Focus/Domain <i>Fill in all domains you focus on</i></p> | <ul style="list-style-type: none"> ● Smart cities ● Data, search and analytics, Big data, Open data ● Mobile, Second screen, social TV ● FinTech ● Internet services, SaaS, Booking, Lead generation |
| <p>Mentors <i>How many mentors</i></p> <p><i>Name top well-known mentors</i></p> <p><i>How many mentors are investors?</i></p> | <p>More than 200 Mentors</p> <p>John Bradford – Managing Director of TechStars Alex Farcet - Co-founder and Managing Director of Startupbootcamp Rokas Tamosiunas - Managing Director of StartupHighway</p> <p>29 Mentors are Investors</p> |
| <p>Companies in Portfolio <i>How many</i></p> | <p>7 companies</p> |

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| <i>3 top companies</i> | Parko - http://www.parko.com/ Veleza - https://veleza.com/ Soundest - http://www.soundest.com/ |
| Partners | Microsoft – BizSpark for Startups |