Collaboratively giving time
Estonia 2008
50% of the population cleaned all forests in one day

Teeme ära!
Ice bucket challenge for ALS

2014

$100M
the city game

motivating people to

DO
ONE GOOD THING EVERY DAY!
Choose a mission
Did you know?

Save a cup a day for 2 years and you will save a tree!
Take a fun picture of you completing the mission
Share & Challenge your friends to do the same
Points

Social status of how good you are

Rewards
trigger, and so it goes on
+1300 downloads in 2 months only in Greece
4000 good deeds completed
Users DO

3.8 missions per week
Who pays?

Businesses for CSR

Cities
How do they pay?

$ fee to build campaigns

5-10% on donations
Feed a stray dog

if 1000 people do that today

we will give 100 bags of dog food to a local kennel

Mission: Feed stray dogs!
Target: 100 dogs
Unlocks: 100 bags of dog food for the local kennel
Unsubscribe from your paper bills
Donate your old shoes
Recycle your old phones
Go to market

Revenue sharing

Non profit Partnerships

Fraternities
The Team

Ioustinos Sarris
CEO
Previously: 4 startups in 3 countries
Previous roles: CEO, product design, business development, client development

Fotis Merakos
COO
Previously: 4 startups in 3 countries
Previous roles: CTO, scrum master, quantitative analyst, business development

Thomas Papaspyros
CTO
Previously: 2 startups in 2 countries
Previous roles: CTO, lead developer

Together 7 years
Bootstrapping for 12 months on $90.000
Media & Content
- CEED Tech
- CreditFI
- EuropeanPioneers
- FABulous
- FI-C3
- Finish
- Finodex
- IMPACT

Manufacturing & Logistics
- CEED Tech
- FABulous
- Finish
- Finodex

Social & Learning
- EuropeanPioneers
- IMPACT
- FI-ADOPT
- Finodex
- SOUL-FI

Transport
- SOUL-FI
- Finodex
- Finish
- FrontierCities

Energy & Environment
- SOUL-FI
- ITCEntSe
- Finodex
- CEED Tech
- SpeedUP!

Smart Cities
- CEED Tech
- EuropeanPioneers
- FI-C3
- Finodex
- FrontierCities
- IMPACT
- ITCEntSe
- SOUL-FI
- SpeedUP!

eHealth
- FI-ADOPT
- Finodex
- FI-C3
- FiCHe
8 applications
7 rejections
Deliverables are clear

FIWARE is complicated and unstable
Many applications

The venture’s overall quality and fit to EU priorities

Highlight your strengths according to the accelerator’s focus

Studying FIWARE in order to be relevant
Find a call

H2020 Calls

2. H2020-MG-2014_SingleStage_A
3. H2020-LCE-2015-4
4. H2020-MG-2014_SingleStage_B
5. H2020-MSCA-NIGHT-2014
6. H2020-GARRU-2015-1
7. H2020-LCE-2014-4
8. H2020-GARRU-2014-1
9. H2020-Prize-Innovation-SOFT-2014
16. H2020-EE-2014-3-MarketSpace
17. H2020-PHC-2014-two-stage
20. H2020-WASTE-2014-one-stage
24. H2020-INFRASUPP-2014-1
25. H2020-INNOSUP-2014-1
   1. H2020-INNOSUP-2014-4
27. H2020-CS2-CFP02-2015-01
WP H2020 - 1. Introduction

WP H2020 - 5. Introduction to Leadership in enabling and industrial technologies (LEITs)

WP H2020 - 7. Innovation in SMEs

WP H2020 - S1. Information and communication technologies (ICT)

WP H2020 - S1i. Nanotechnologies, advanced materials, advanced manufacturing and processing, biotechnology

WP H2020 - S1ii. Space

WP H2020 - 9. Health, demographic change and wellbeing

WP H2020 - 9. Food security, sustainable agriculture and forestry, marine and maritime and inland water research and the bioeconomy

WP H2020 - 10. Secure, clean and efficient energy

WP H2020 - 11. Smart, green and integrated transport

WP H2020 - 12. Climate action, environment, resource efficiency and raw materials

WP H2020 - 13. Europe in a changing world - inclusive, innovative and reflective societies

WP H2020 - 14. Secure societies - protecting freedom and security of Europe and its citizens

Legal basis - Framework Programme H2020

Legal basis - Rules for Participation

WP H2020 - 19. General Annexes
Apply and don’t give up

3 rejections and finally passed

9.18/13
11.88/13
13.53/13
Many applications

Being (or at least appearing) professional

The venture’s overall quality and fit to EU priorities

Iterate according to evaluators’ feedback
In conclusion

Use these instruments if they fit your overall goals. They are time consuming.

Great to keep you alive, but business success is something else.