



DELIVERABLE

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Deliverable 2.2 Document with competition criteria and planning

This document will be the foundation for the European Open Data competitions. It will include all relevant information for the partners, data owners and contestants, including the themes, criteria for eligibility, jury, prizes, IP and planning.

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Revision History:

Ivonne Dings, Society	Jansen-Waag	Draft version 0.1, 19 th of March 2013	First setup of competition criteria based on kickoff session 7 th and 8 th of February 2013
Ivonne Dings, Society	Jansen-Waag	First version 1.0, 29 th of April 2013	Outline of competition criteria based on WP2 telcos with WP2 partners on date 19 th of March and 4 th of April 2013

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Definition of a success open data application

At the Apps4EU kickoff partners agreed that it is crucial to create a mutually agreed upon definition of a successful business based on Open Data, as a 'receive venture capital' definition is too narrow. Therefore we first give an overview of the type open data implementations that contribute to the success of open data in Europe. These are the type of business that we look for in regard possible entries of the Apps for Europe competition.

Measure of success

The project goal in regards to helping successful businesses derive from local competitions is formulated as: *Increase the number of apps in open data competitions turning into business start-ups.* The performance indicator states the following: *The number of viable start-ups based on open data has increased (in 2 years). Winners of local, national and pan European App competitions that have received investment over a period of six months after ceremony = 15 in year 1, 20 in year 2.*

It has proven difficult to create sustainable results that lead to economic investments and viable businesses. Most prize-winning developers do not manage to bring their applications to the next level. Reasons being lack of sustainable open data, lack of knowledge and experience, and lack of networks and capital investments.

Formulating sustainable results as "becoming a business startup" is however too narrow a definition. Following the experiences shared during the project kickoff there are multiple ways an application based on open data can become sustainable, that do not include receiving venture capital. It is therefore important to widen our definition of sustainable results and business startup, in order to be able to find and showcase all of the success stories resulting from apps competitions and pinpoint the right ways to support these outcomes through the Business Lounge.

Sustainable outcomes

Creating a business on (open) data services

The increasing amount of data being released by government, science and culture increase the need for good data services, like visualizations. Some app competitions have already shifted part of their focus to include these entrepreneurs.

Hosting and sharing open data services

In some countries individual developers (or a collective) create open data services that address a public need, which is not (yet) being met by local government. They are providing a service to the public, mostly out of personal motivation and powered by social engagement. These are usual people that also actively participate in the open data community.

Single app startup

Entrepreneurs with a great idea are creating apps to start their own business and look to open data as a recourse that can enhance their own proposition. This group is most likely to be interested in the possibilities of a Business Lounge, to enhance their network and find ways to promote their application.

App development companies

For companies specializing in app development an apps competitions can be a platform to showcase their skills. Competitions help them expand their network and find new assignments and partners. Their focus most likely is not on the sustainability of an application, as that is not their core business.

Student groups

A lot of colleges and universities now have dedicated app development programs integrated in their curriculum and are eager to connect to app competitions. For students a business startup is a great way to continue with their ideas after graduating. However they are mostly inexperienced and need a lot of help with creating a sustainable business.

Freelancers

Freelancers mostly participate in app competitions out of hobby, to solve an existing problem in their own life or to connect to local government on specific issues. However it is difficult for them to maintain an application on their own. Connecting to local entrepreneurs that have business sense can help them continue with their ideas.

App adoption by government, science or culture

When a great application has been created, that solves a real issue that government, science or cultural institutions are dealing with, these organizations should adopt such an app. Because they are the stakeholders of the situation, they are most likely to embed the continuation of the app in their own every day practice.

Organization contest

General overview competition

Local competitions and events

Partners within the Apps for Europe project each organize their own local events during the project period. An overview of these competitions will be maintained in the publicly available Google docs document called “List of App Contests – Open Government data”, which was started by project partner OKF and is maintained by crowdsourcing: <https://docs.google.com/spreadsheet/ccc?key=0Au5B9VrRkisPdC00SWtBNDNRWUo0NIVwT2dObIBnS2c#gid=2>. Also the list will be available at the Apps for Europe website.

Business Lounge

The local app competition organizers are responsible for implementing the Business Lounge within events. Relevant materials will be provided from the Business Lounge work package and the Support work package.

Entries

Local competitions are responsible to connect local participants of the contests and events to the Apps for Europe competition. Within the work package guidelines for selecting participants will be provided, based on criteria from the Business Lounge and experiences from the partners.

Apps for Europe competition

The App for Europe project will host the Apps for Europe competition twice during the project period:

- From May 2013 until March 2014
- From May 2014 until March 2014

Both competition periods will start by releasing a press statement, inviting competition organizers to connect to the project and the investment community to connect via the Business Lounge. The competition ends with a ‘Pitch and Prize’ event at the Future Everything festival in Manchester.

Target audience

Contest organizers

The main target audience of the Apps for Europe competition are the competition organizers. They are the local recourse that can connect local open data successes to the European

competition. Within the project are 19 partners that organize local competitions. The Apps for Europe competition will also reach out to other European competition organizers via existing networks and European events. They can connect and profit from the project by using the documentation provided by the Support Actions work package.

App competition participants

The contest organizers within the consortium implement the Business Lounge format to their local participants, which consist of freelance developers, startups, SME's, entrepreneurs, students etc. By doing so the winners of the competitions (and possibly others) are able to expand their business, either by expanding their network, embedding their app within a social context, connect to relevant organizations in science, culture or government or receiving investment.

The Apps for Europe competition showcases these best practices to inspire competition participant to become an open data success story themselves. During the Pitch and Prize event these best practices will be invited to showcase their open data business, connect to a relevant network and find ways to expand their business on a European level.

Investors and supporters

The Apps for Europe project aims to maximize socio economic impact and overall benefits of open data by helping the number of apps in open data competitions turn into businesses and enhance the overall business knowledge and skills within the open data community. Within the Business Lounge work package a format is created to connect different kinds of investors like ICT companies, non-profit organization, public and educational institutions.

The Apps for Europe competitions will showcase open data best practices to show the business potential of open data. The local competitions add the Business Lounge to their events to try and reach their local investors and connect them to the open data development community.

Roles and responsibilities

Thematic network

The thematic network of Apps for Europe is structured around the precondition that partners are actively involved in the local/national Open Data community and are organizing apps challenges and hackathons in 2013 and 2014. The responsibilities for the partners in WP2 build upon these activities. For example; when a sponsor is attracted to fund a hackathon, the same partner could be asked to also sponsor the Business Lounge. And when winners receive prizes, one of the prizes could be the travel/expenses to join the Pitch&Prize event at Future Everything.

Overview partners and responsibilities

Role	Partners	Responsibilities
Local competition organizer	WP2 partners	<ul style="list-style-type: none"> - Organize open data events in 2013 and 2012 - Implement Business Lounge format at events or connect to other local Business Lounge implementations - Select local winners to go through to Apps for Europe competition - Provide additional budget for travel expenses local winners
Business Lounge support	WP3 partners	<ul style="list-style-type: none"> - Support local competition organizers with Business Lounge implementation - Provide help in connecting to investor community
Local open data businesses	WP2 partners	<ul style="list-style-type: none"> - Scout potential local open data businesses for Business Lounge - Provide intake / registration Business Lounge - Identify incubation and startup stage businesses
Local sponsors	WP2 and WP3 partners	<ul style="list-style-type: none"> - Attract local sponsors to provide funding for Business Lounge implementation
Local investors	WP2 and WP3 partners	<ul style="list-style-type: none"> - Connect to local investor community to be part of the Business Lounge
Local potential clients	WP2 partners	<ul style="list-style-type: none"> - Find potential clients for open data businesses among government, science and culture network
Apps for Europe competition organizer	Waag Society	<ul style="list-style-type: none"> - Launch Apps for Europe competition - Provide selection guidelines for local competitions - Compose and brief jury - Organize Pitch&Prize event 2014 and 2015
European Business Lounge organizer	Rooter	<ul style="list-style-type: none"> - Setup Business Lounge at Pitch&Prize event 2014 and 2015
European sponsors	All partners	<ul style="list-style-type: none"> - Attract EU sponsors to provide funding for Business Lounge implementation
European investors	All partners	<ul style="list-style-type: none"> - Connect to EU investor community to be part of the Apps for Europe Business Lounge

Rules and requirements

Local competition organizers are responsible for selecting the best open data businesses, which then go on to the Pitch&Prize event at Future Everything. The following guidelines apply when selecting them:

Business Model

The underlying business model for the app is one of the most important criteria for selecting a viable idea, prototype or app. Does the app address a real need, is it clear how money can be made and who the target audience is? The business potential of the business should be part of the intake of participants in the apps competition or hackathon. It can for instance be determined by the Business Lounge participant by providing them with a briefing of the participants in the Business Lounge and asking them to give feedback.

Scalability

For the Apps for Europe competition the scalability of the app is an important factor. The market for the application can preferably grow beyond the local/national level and expand EU wide. For instance by including new cities or new cultural organizations. However scalability is not limited to expanding an organization on a EU level. Local organization that are able to grow by including new data and new services also can be considered scalable.

Network and stakeholders

The potential success of a business relies heavily on connecting to stakeholders and a relevant network that are able to support the application in any way. The more this support structure is in place, the more viable a business becomes.

Quality of data

One of the most difficult tasks for open data businesses is to find and work with high quality and sustainable data. A successful open data business will need to have a clear vision on how to work with the constraints open data sources sometimes offer. Special interest goes out to businesses who generate their own data to open up for public use.

Note

Please note that the requirements focus on the viability of the open data business. Criteria such as themes, social value and open source are not a requirement for the Apps for Europe competition, but can however be a focus of the local competition. This way the competition leaves room to address local needs.

Assessment entries (jury)

Local winners

The Apps for Europe competitions showcases the best practices from around Europe when it comes to open data businesses. Local competition organizers are responsible for selecting the most viable businesses based on the provided requirements.

Apps for Europe winners

All local winners will be invited to participate in the Apps for Europe Business Lounge. Here they will be able to connect to investors, incubators and tech companies on a EU level.

A jury, consisting of one representative from each partner organization will give their feedback on the participants and select three winners, who are announced at the Pitch&Prize event at Future Everything. (The prizes these winners will receive still need to be determined).

Pitch&Prize

The local competition winners and selected entries from the local competitions receive a stipend budget to fly to the Pitch&Prize event at Future Everything. The stipend is partly provided by the Apps for Europe project and has to be complemented by local resources. The local competition organizers have to take this into account when attracting sponsorship and connecting the Business Lounge to their event.

The Pitch&Prize event is a scaled Business Lounge event. As local competition organizers attract local investors, sponsors and financial partners the Pitch&Prize event aims to attract these parties on an European level. The Pitch&Prize event will offer the best local open data businesses the chance to meet the international investment community and the possibility to scale their business beyond their own city or country.

In addition Apps for Europe will try and connect to other European startup and investor projects like TechAllStarts, ICT-Venturegate and Startup Europe. By being able to participate in their events and networks it will provide high potential open data businesses the possibility to connect to a diverse startup community, gain experience and possibly receive investment.

Planning

Schedule 2013 - 2014

April	Preparations	
May	Official launch competition 1 st year Launch website	The Apps for Europe competition will be launched by means of a press release combined with an interview with Neelie Kroes. The launch could be aligned with the EU parliament vote on the new PSI directive (11 th of June).
June		
July		
August		
September	Consortium Meeting Apps for Europe event	Apps for Europe proposes to be present at the OKCon festival in Geneva. Next to a consortium meeting, there will be presentations and workshops. Also we will have a side event for apps competition organizers to involve potential new partners in the project.
October	Open Days	Presentation for policy makers at Open Days in Dublin. The session is in collaboration with EU projects CitySDK and Commons for Europe.
November		
December		
January		
February	Close competition 1 st year Select contenders 1 st year	
March	Pitch&Prize event Consortium Meeting	At the Future Everything event 2014 the Pitch&Prize event for the contenders for Apps for Europe will take place. Also the festival allows for a side event that can attract app competition organizers and potential new partners.

General overview planned competitions and events partners

Local competition	Date	Apps4 EU Partner	Event details
Apps for Amsterdam	2013	Waag Society	www.appsforamsterdam.nl
Apps for Amsterdam	2014	Waag Society	www.appsforamsterdam.nl
Apps 4 Finland	2013	Forum Virium	www.apps4finland.fi
Apps 4 Finland	2014	Forum Virium	www.apps4finland.fi
Apps 4 Barcelona	2013	ESADE	City Hall, BDigital
Apps 4 Barcelona	2014	ESADE	City Hall, BDigital
Hack for Culture - Poland		OKF UK	http://openglam.org
Hack for Culture - Finland		OKF UK	http://openglam.org
Apps 4 Ghent	2013	OKFN BE	http://appsforghent.be City of Ghent, IBBT-MMLab, Ghent Living Lab, Ghent Web Valley
Apps 4 Ghent	2014	OKFN BE	http://appsforghent.be City of Ghent, IBBT-MMLab, Ghent Living Lab, Ghent Web Valley
Apps 4 Deutschland		OKFN DE	http://apps4deutschland.de Open Data Network, Government 2.0. Under the supervision of the Ministry of the Interior and in partnership with BitKom.
Apps fur Berlin		OKFN DE	http://daten.berlin.de Open Data Network, Government 2.0 Network, City of

			Berlin
Hack for Culture - Berlin		OKFN DE	http://openglam.org Developers, Designers, Artists, Researchers, Citizens, Personnel of Cultural Heritage Institutions
Mobility Challenge	March 2013	FE	www.futureeverything.org Manchester City Council, DataGM, TfGM, Open Data Manchester
Hack de Overheid	2013	Open State	Hackdeoverheid.nl City of Amsterdam, Province of North Holland, qlikview.com , Creative Commons, Beelden voor de Toekomst, NCDO / OneWorld, Hoogheemraadschap Stichtse Rijnlanden.
Hack de Overheid	2014	Open State	Hackdeoverheid.nl City of Utrecht, Amersfoort and Houten, qlikview.com , Creative Commons, Beelden voor de Toekomst, NCDO / OneWorld, Hoogheemraadschap Stichtse Rijnlanden.
Hack 4 Europe Europeana	2013	Europe ana	http://pro.europeana.eu/web/guest/hackathons European Libraries, Museums and Archives
Hack 4 Europe Europeana	2014	Europe ana	http://pro.europeana.eu/web/guest/hackathons European Libraries, Museums and Archives
Apps Metaschool		CCSS	www.metaschool.cz Pilsner University, CENIA, Liberec region, HSRS
NaturNet		CCSS	www.naturnet.org CENIA, with Partners in Latvia, Lithuania, Bulgaria, Romania, Italy

Confirmed events partners 2013

Event	Date	Partner	Business Lounge	Location	Link
Future Everything	21/03/13	FE	No	UK, Manchester	http://futureeverything.org/
Open Data	15/06/1	V-ICT-	Yes	Belgium, Ghent	http://www.opendataforum.

Day	3	OR			be/news/15-juni-open-data-dag-bij-de-vlaamse-overheid
Hack de Overheid	29/06/13	Openstate	Yes	Netherlands, Amsterdam	http://www.hackdeoverheid.nl/
Apps for Geo	26/04/13	OKFN BE	No	Belgium, Brussels	http://appsforgeo.be/
Apps for Ghent	23/03/13	OKFN BE	No	Belgium, Ghent	http://appsforghent.be/
Hack4LT	04/04/13	Europeana	No	Lithuania, Vilnius	http://www.kf.vu.lt/en/hack4lt

Communication

Different interested parties will be informed in different ways in order to follow and connect to the Apps for Europe project and competition.

Group	Channels	Details
WP2 partners	Google group Google docs Dropbox	https://groups.google.com/forum/?fromgroups#!forum/apps4eu_competitions https://drive.google.com/folderview?id=0B9nGJUoc4kvCTGxaYzRtSnJ2S0E&usp=sharing https://www.dropbox.com/home/Apps%20for%20Europe/WP2%20EU%20Open%20Data%20Competition
Apps competition organizers	Relevant mailinglists EU events Apps4EU website	AppsforX mailinglist: http://lists.okfn.org/mailman/listinfo/appsforx OKCon festival: http://okcon.org Open Days: http://ec.europa.eu/regional_policy/conferences/od2013/index.cfm Future Everything: http://futureeverything.org/
Apps competition participant	Local competition channels Apps4EU website	Channels by local competition organizers The Apps4EU website will show competition criteria and competition benefits
Local	Local	Channels by local competition organizers

sponsors, investors and clients	competition channels Apps4EU website	The Apps4EU website will show benefits for local sponsors, investors and clients
Local open data organization	Local competition channels Apps4EU website	Channels by local competition organizers For local organizations in government, culture and science the benefits will be listed on the website
EU startup organizations	Apps4EU website EU events	
EU investor community	Apps4EU website	