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Suzanne Heerschop, Waag Society	Content, 20 th of April 2014	Introduction, input chapter 1 and editing chapter 2-4 and conclusion.

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This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.



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Introduction

The goal of Apps for Europe is to turn open data in to business. It aims to create a thematic network by means of open data competitions, which should stimulate developers to start business ventures and increase the socio-economic impact and show the overall benefits of open data. It does this by supporting local hosts in organising local open data events, like app competitions, hackathons and hack@homes. In addition to these events Apps for Europe offers these hosts a Business Lounge format.

A Business Lounge is an opportunity for developers to meet with entrepreneurs, investors, policy makers and other parties that can help scale up open data initiative. This is a two-way intervention, because it's not only important for start-ups to find the right partners, Apps for Europe also strive to show the potential of open data to these parties. The Business Lounge format is an low threshold way of being introduced to new app, innovative teams and the idea behind open data and the opportunities it offers. Raising curiosity and providing enough incentive to awaken the interest of these parties in the particular area of open data.

Apps for Europe supports local hosts in organising Business Lounges, as well as hosting our own yearly International Business Lounge. The International Business Lounge has the same character and aim, although the scale is slightly different and it invites both international participants and investors. The 2014 International Business Lounge was held in Manchester City Hall at the Future Everything Festival on March 31st and April 1st. Originally the plan was to have the event at PicNic Festival, but unfortunately this festival was canceled. After an official request to the EC project office we agreed with the Europe Commision to relocate the event to the Future Everything Festival.

The International Business Lounge 2014 was a two day event that consisted out of masterclasses, workshop, pitches, presentation, a conference booth, social gatherings and an award ceremony. You will read more about the program in chapter 3. In total 10 participants were selected for this event. Of which 5 were automatically placed after winning a local Business Lounge. The other 5 were selected through the online competition, which was open to all and run from December 2013 until February 2014. In chapter 2 you will read more about this.

Chapter 4 will discuss the impact of the International Business Lounge and Chapter 5 contains recommendations we gathered from lessons learned for next year's event as well as suggestions for the general Business Lounge format.

International Business Lounge - The Run-up

Selection process

In 2013-2014 5 local Business Lounges have been organised. Each event had their own jury and selection criteria, but have been guided through this process with support of WP2 and WP3. The winners of these events were automatically placed for a spot at the International Business Lounge. In this first year we had room for 10 participants. Originally we aimed at 15, but due to some practical organisational matters, we opted for 10 and then have an additional 5 in next year's edition (20 in total).

The 5 remaining spots have been given to the top 5 applicants of the online competition. The online competition run from December 2013 until the 7th of February. Participants could apply through the webform on <http://www.appsforeurope.eu/competition>. A plan and criteria for this process have been created and documented in Deliverable 2.2 Document with competition criteria and planning. This also includes a judging process, but this was altered to remain more flexibel. In the end partners of OKF UK, Rooter and Nesta all created there personal top 10. Then these were compared and discussed, which resulted in a shared top 10. Then partners of Europeana and Waag Society were added to the judging procedure and each jury member was asked to appoint rating to the top 10. The apps with the 5 highest score were named the winners of the online competiton.

Participants

The 10 final participants for the International Business Lounge were:

1. [BikeCityGuide](#)

This app was created by two former bike couriers; it guides cyclists on bike friendly routes with less traffic for a safe and easy bike ride, point to point routing is available offline. The app also recommends tours connecting points of interest in the city. There are already packages for more than thirty European cities and new cities are constantly being added. There is a voting page online, which encourages users to vote for the next city they want the app to cover.

2. [Carambla](#)

An app to find the nearest and cheapest parking in Belgium. A lot of traffic in cities is caused by drivers seeking parking; this app cuts down the time taken to find a parking space thereby allowing drivers to

reduce their carbon footprint. Two sources of parking are offered: people wanting to rent out their unused parking spaces and car parks wanting to maximise their occupancy.

3. CarbonCulture

A digital collaboration platform designed to deliver measurable energy and carbon savings for businesses, cities and communities by enabling community collaboration to drive sustainable, cost-saving outcomes. The platform connects technical and cultural components into one coherent system. The system is already being used by several UK government departments, including DEFRA and the Cabinet Office. CarbonCulture is an initiative of [More Associates](#).

4. Cloud'N'Sci.fi

A market-place platform, which provides algorithmic data refining solutions as a service, making raw data more valuable. It hosts the algorithms and helps with contract negotiations between algorithm creators, developers and businesses. This enables developers and algorithm creators to scale up their businesses and move from data to benefit.

5. iKringloop

This app allows users to dispose of unwanted items in three easy steps: take a photo, select the item category & condition and then share. iKringloop shares the item with neighbours, thrift stores, municipalities and collection agencies. The app can also be used to find buyback programmes from participating retailers. iKringloop already have a partnership with the city of Amsterdam.

6. Muse Open Source

This is an open source software platform to publish a native iPad app for digital libraries with APIs. It creates an intuitive and interactive end user experience and also enables data owners to benefit from social curation, validation and sharing - adding new value and relevance to digital libraries. Apps have already been created using the Rijksmuseum and Europeana APIs. Muse Open Source was created by [Glimworm IT](#).

7. Nearhood

A hyperlocal media platform which brings together everything related to a neighbourhood, using numerous open data sources and linking the information to specific areas. It provides local companies with a unique real-time marketing channel and also acts as a social service connecting residents with their neighbours. It has been successfully piloted in neighbourhoods of Helsinki. Nearhood was created by [Born Local](#).

8. Nostalgeo

An app which combines contemporary street views with old postcards in order to create street views of the past. As well as using existing open data it will get people from all over Europe to put their old

postcards online. Users will be able to create walks based on shared old maps and postcard stories. Nostalgeo was created by [Nazka Mapps](#).

9. [OldMapsOnline](#)

An app and underlying platform which allows users to explore the beauty of historical maps depicting a geographical place of their interest, enabling the user to take a virtual journey back in time. It simplifies access to a the vast map collections of cultural heritage institutions. The data is enriched by exact geographical locations using online crowdsourcing technology. OldMapsOnline was created by [Klokan Technologies](#).

10. [Second Take](#)

This app downloads historical images from a public database based on the user's position. These images are then superimposed over the phone's live camera feed. After capturing a new image the app updates the geolocation data of the original image. The user can then compare the two images, share or save the mixed image and browse through other images created by the app.

Prize Package

Apps for Europe offered all candidate a prize package that mainly consist out of exposure, publicity and networking opportunities. The package existed out of:

- A spot at the International Business Lounge at FutureEverything festival: this includes a conference ticket.
- Flight and accommodation for 2 members of each team to FutureEverything in Manchester.
- Exposure for their idea. FutureEverything is a valuable networking event; it will be attended by 700 international delegates including investors, government agencies, companies and individuals.
- A stand to showcase their idea over the 2 days and an opportunity to present/pitch to the jury and audience.
- A chance to win one of two awards:
 - 1 - The International Business Lounge Jury Prize
 - 2 - The International Business Lounge Audience Prize
- Interactive coaching

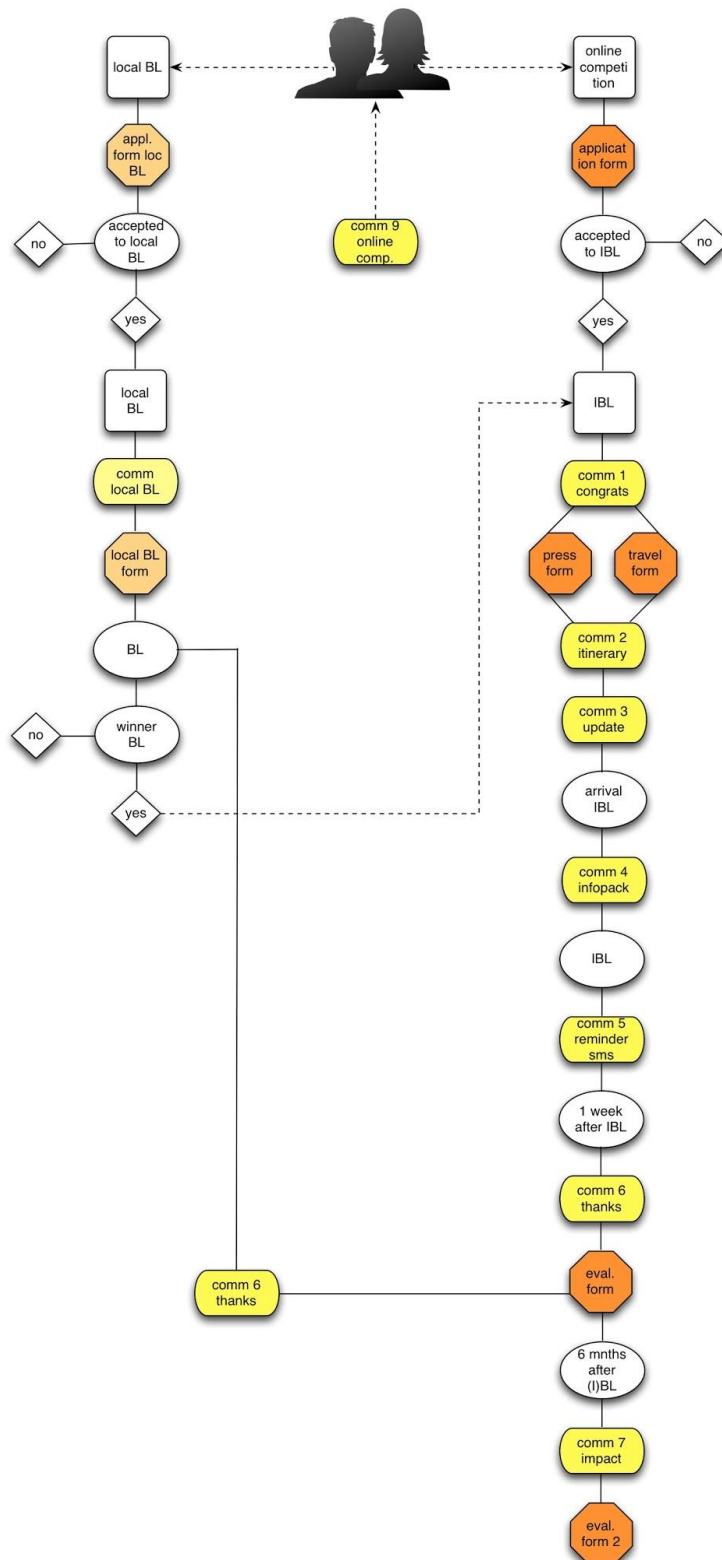
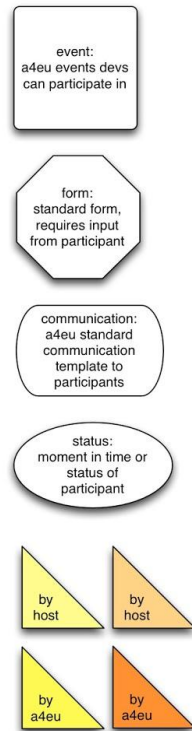
In order to be able to pay for the full travel expenses for the participants we had to reallocate travel budget from all partners. This was done in agreement with the EC project office.

After selecting and notifying the participants we swiftly had to make arrangements travel and stay. Additionally we had to get info from participants for publicity and production purposes. We used several



templates for this. In the below overview you can see the communication flow we used to address this process.

Legenda



Jury

Part of the prize package was being exposed to an international group of investors and enablers. As this was the first year of the programme and we had no evidence with which to demonstrate the value of being a member of the jury. Therefore, the jury members were selected based on existing relationships with consortium partners. We wanted to represent the main thematic areas of the project: social innovation, open data and investment. Also, we wanted a balanced jury that was international in its make up.

The following jury was selected by WP3 and Future Everything:

Frank Kresin, Waag Society (Chair)

Frank is Research Director for Waag Society, institute for Arts, Science and Technology, based in Amsterdam. His background is in Artificial Intelligence and film making, and his interest is in developing technology for societal goals. He was involved at the start of many innovation programmes, amongst them Apps for Europe, City SDK, CineGrid Amsterdam and Code 4 Europe. Frank has spoken, written and lectured on Open Innovation, Open Data & Open Design, Users-as-Designers, Living Labs and Fablabs. He is a regular moderator at the PICNIC Festival, as well as at design and innovation workshops in the Netherlands and abroad.

Lily Ash Sakula, Partner, Bethnal Green Ventures

Lily Ash Sakula is a partner at Bethnal Green Ventures, an accelerator for early stage technology ventures solving social and environmental problems. She has spent the last five years working closely with social startups, previously at Impact Hubs and The Young Foundation.

Paul Maltby, Director of Open Data & Government Innovation at Cabinet Office, London

Paul is Director of the Government Innovation Group and of the Open Data and Transparency Team in the Cabinet Office, which works to release government data that can be freely accessed by citizens and businesses to help drive the next generation of data-led economic growth, strengthen government accountability and improve public services. Prior to this Paul was seconded to Leicestershire County Council where he worked on schools reform and a programme for commissioning services across different local public bodies. He has been Director of Strategy in the Home Office and began his time in government in the Prime Minister's Strategy Unit.

Gary Stewart, Director of Wayra, Spain

Gary is the Director of Wayra Spain (Telefonica's start-up accelerator, with full-time academies in both Barcelona and Madrid). He is also an associate professor, and the entrepreneur-in-residence, at IE Business School, where previously he was managing director of their Venture Lab. In 2006, Gary founded nuroa.es (a property search engine operational in 12 countries) with his business partner, Oriol Blasco. To date, nuroa has raised more than €3 million in financing. Prior to founding nuroa, Gary worked as a corporate lawyer specialised in mergers, acquisitions and securities law at Simpson Thacher & Bartlett in London and Freshfields Bruckhaus Deringer in Barcelona and Madrid, and as a summer litigation association at Sullivan & Cromwell in New York, Washington DC and Los Angeles. After law school, Gary also clerked for Chief Judge Harry T. Edwards of the DC Circuit Court of Appeals. Gary graduated magna cum laude, Phi Beta Kappa from Yale University, and received his juris doctor (JD) from Yale Law School, where he was co-Executive Editor of (and was published in) The Yale Law Journal. Gary has been interviewed and written about his views on entrepreneurship in such publications such as The Wall Street Journal, Forbes, The Marker, Globes, and China Business News, etc. He's also been selected by OnlineMBA.com as one of the "50 Business Professors You Should Follow on Twitter".

Miquel Costa, President, Keiretsu Forum, Spain

Miquel Costa has a degree in Business Administration and MBA from ESADE, IESE PADE (University of Navarra). He has over 25 years experience in executive management of companies, as General Manager or Director or Chief Executive Officer. Currently he is President and CEO of KEIRETSU FORUM SPAIN with chapters in Barcelona, Madrid and San Sebastián. KEIRETSU FORUM is the largest network of private investors in the world with 29 chapters in 3 continents. Miquel Costa is Co-Founder and President of SMEs Capital forum, is Member of the Board of Directors of several companies in various sectors from the Internet industry to electric mobility and related services. Co-Founder and Chief Edap2007, SL Investments, has invested in several start-ups and growing businesses.

International Business Lounge

Overview of FutureEverything



FutureEverything is an internationally recognised R&D hub for digital culture, presenting industry conferences, innovation projects, artworks and live experiences which showcase a digital future. For almost twenty years FutureEverything has been at the heart of the digital debate, inspiring thinkers, city makers, developers, coders, artists and musicians to experiment and collaborate.

Our activity cross-pollinates the arts, innovation and future technology, and we provide a framework for the digital art sector both in the UK and abroad.



The annual FutureEverything Festival has been hailed by The Guardian as one of the top ten ideas festivals in the world.

Programme

Monday 31st March

MONDAY 31 MARCH					
ROOM 1		ROOM 2		ROOM 3	
ROOM 4		ROOM 5			
09:00					
09:50 P02 Introduction: Drew Hemment		09:30 P12 Development, Impact & You Tomas Diez Frank Kresin Pieter van Boheemen	09:30 P19 In Conversation Adrian Hon		09:30 P28 International Business Lounge: Introduction Frank Kresin
10:00 P06 Keynote Mike Bracken					
10:40 P07 How to Create a Tool Tomas Diez Rachel Rayns Alexander Gluhak			10:40 P16 In Conversation Emer Coleman		
				TEA COFFEE	
		11:30 P13 Data-driven Football John O'Shea Scott Smith Seb Chan			11:30 P29 Intl' Business Lounge Frank Kresin
12:00 P08 Critical Making Golan Levin Garnet Hertz			12:00 P15 In Conversation Adam Greenfield		12:00 P20 Open Data: Where's The Value? Milena Popova Julian Tait Pieter Culpert
			LUNCH		
14:00 P09 Anthony Dunne Keynote		14:00 P14 BBC Connected Studio Taster Session	14:00 P15 In Conversation James Bridle		14:00 P31 Start-up Masterclasses Media: Martin Bryant UX Design: Barry Briggs
14:50 P10 Superfictions: Design for Social Dreaming Alexandra Daisy Ginsberg Koert van Mensvoort Anab Jain			15:10 P27 Project Showcase City SDK	TEA COFFEE	
16:30 P11 Cities: Urban Play Paul Graham Raven Liam Young Zuloark Holly Gramazio			16:30 P15 In Conversation Paul Wolinski Joe Shrewsbury (65daysofstatic)		

Introduction: Apps For Europe, International Business Lounge



Official Opening of the International Business Lounge at Town Hall

Frank Kresin, Chair of the judging panel for the International Business Lounge, introduced the vision of the Apps For Europe programme and the ten finalists presenting their work.

Frank Kresin

Frank Kresin is Research Director for Waag Society, institute for Arts, Science and Technology, based in Amsterdam. His background is in Artificial Intelligence and film making, and his interest is in developing technology for societal goals. He was involved at the start of many innovation programmes, amongst them Apps for Europe, City SDK, CineGrid Amsterdam and Code 4 Europe. Frank has spoken, written and lectured on Open Innovation, Open Data & Open Design, Users-as-Designers, Living Labs and Fablabs. He is a regular moderator at the PICNIC Festival, as well as at design and innovation workshops in the Netherlands and abroad.

Open Data – Where's The Value?



Main room for the International Business Lounge at Town Hall

This session was not about ‘the grand vision of open data’– as a panacea to resolve our lack of trust in core systems. Rather, it was about specifics; the tangible, real world examples of value. The speakers described: what data is being released; how it is being used; and the future opportunities it is creating.

Pieter Colpaert

Pieter is a researcher in linked open data. He believes a lot of frustration today is caused by data not being accessible (when does my train leave, how long do I have to queue, where does my money go, and so on). His goal is to increase your life quality by contextualizing data into information without you even noticing it.

Milena Popova

Milena Popova is a Senior Marketing Specialist at Europeana. Her main focus is the promotion of

Europeana API and datasets to creative industries to encourage the re-use of cultural data for social and economic growth. In particular, she facilitates the creation of commercially viable products based on Europeana API and data through partner business incubation projects. She is also responsible for the development of distribution partnerships and demonstrator projects for creative re-use of cultural content. Prior to this position, Milena worked for German and Bulgarian software companies in marketing and business development roles.

Startup Masterclasses – Open Workshops



Master class session at Town Hall

Leading practitioners worked hands on with the International Business Lounge finalists in a series of open workshops, which all conference delegates were encouraged to attend.

Martin Bryant

With a particular interest in European startups, apps and the constant evolution of digital media, Martin

Bryant is Editor in Chief at The Next Web. He has contributed comment and analysis on technology news to TV and radio shows such as BBC Breakfast (BBC One), You & Yours (BBC Radio 4), Newshour (BBC World Service) and Good Morning Wales (BBC Radio Wales), plus The Independent and the Channel 4 News website. Based in Manchester, UK he co-founded the city's Social Media Cafe events that helped kickstart a lively cross-discipline digital community in the city. More recently, he has become part of the founding team behind TechHub Manchester. He is also a member of Manchester Digital's council. A Broadcasting graduate, he is well-versed in the British media industry and moved into the online media industry after having worked in education, helping children learn TV and radio skills.

Gareth Burton

Gareth Burton is MD of Burton Beavan, one of the fastest growing and dynamic accountancy practices in the North. Gareth is one of the new breed of accountancy partners willing to embrace the way that digital is shaping the fast-evolving business landscape. Having spent time in San Francisco and Silicon Valley, he is a specialist in bridging the gap between sound financial fundamentals and the dynamic and entrepreneurial mind-set of high growth tech businesses. Gareth is a specialist in innovation accounting for the lean startup methodology as well as the unique tax breaks and investment opportunities that exist within the UK tax system; he currently represents some of the most exciting, innovative and rapidly growing businesses in the North West and lives by the mantra of action over words.

Barry Briggs

Barry is a Senior User Experience consultant at Amaze, a leading full service digital marketing and commerce consultancy with proven strength across the entire digital stack. He has over 15 years' experience and began his career working with some of the best regarded agencies in Leeds, before moving to William Hill and helping to shape their hugely successful online betting site. Barry returned agency side in 2008 moving to Code Computerlove, where he helped build their UX practise before joining Amaze in 2012. During his time at Amaze he counts himself lucky to have worked on numerous high profile, successful projects across a wide variety of sectors and at a global level.

Showcase Event: Apps For Europe, International Business Lounge



Showcase event at City Tower

Held at Red Rooms, 24th Floor, City Tower, Piccadilly, Manchester, this was a chance for the Apps For Europe Finalists to meet with Manchester's tech. and investment communities. It was hosted by Manchester Science Parks

For over 25 years, Manchester Science Parks (msp) has supported the growth of innovative companies across sectors such as ICT, biotechnology, industrial technologies and digital media. We offer quality business accommodation to innovative, knowledge based companies. On top of this we provide first rate business development support including seminars, networking events, access to academic resources and a free PR service. We also provide introductions to programmes, people and funding in



order to help companies to grow and to sustain that growth.

<http://www.mspl.co.uk/>

Tuesday 1st April

TUESDAY 1 APRIL					KEYNOTE	PRESENTATION	WORKSHOP	DISCUSSION	EXHIBITION
ROOM 1		ROOM 2		ROOM 3		ROOM 4		ROOM 5	
09:00									
09:30 P16	City API Dan Hill Emer Coleman Katalin Gallyas	09:30 P21	Big Data and the Arts Sejul Malde Juan Mateos-Garcia	09:30 P26	In Conversation Alex Fleetwood			09:30 P31	Awards Preview International Business Lounge Finalists
10:00									
10:30 P17	The Data Economy Irene Ng Volker Buscher Simon Giles			10:40 P27	Project Showcase GMDSP				
11:00									
		11:30 P22	Mapping the Digital Public Space Tony Ageh Bill Thompson			TEA COFFEE		11:30 P32	Design for Openess Dan Hill Dominic Campbell
12:00	10:30 P18			12:00 P26	In Conversation Eleanor Saitta				
	Building Creative Institutions Ben Vickers Seb Chan								
13:00									
				LUNCH					
14:00	14:00 P19	14:00 P23	Social Machines	14:00 P26	In Conversation The Space Lady			14:00 P33	Read/Write City
	New Shape of Things Dan Williams Tom Armitage Alexandra Deschamps-Sonsino								
15:00		14:50 P24	Abhay Adhikari <i>Coming to terms with the Big Data inside us</i>	15:10 P27	Project Showcase Digital R&D Fund Jon Kingsbury				
						TEA COFFEE			
16:00	16:00 P20			16:30 P26	In Conversation Anab Jain				
	The Secret Lives of Systems and Services Eleanor Saitta Adam Harvey James Bridle Laurie Penny	16:30 P25	Innovation from Developing Worlds Felipe Altenfelder Josh Harvey Dan McQuillan						
17:00									
	17:20								
	Outro Drew Hemment								

05

Interviews

Interviews took place during the day on the 1st of April. The judging panel was briefed in advance with background information on each of the finalists and the judges had the opportunity to view each of the presentation stands. Each team was interviewed for 25 minutes, this included a 10 min pitch followed by a question and answer session. Following the interviews the judges deliberated and each named their top 3. This resulted in a unanimous winner.

Awards Preview: Apps For Europe, International Business Lounge



Participant presentation stand in City Hall

This was a chance for the finalists to present their work to the FutureEverything conference audience.

Design for Openness



This workshop looked at the notion of openness from a more theoretical level.

Increasingly openness has come to be seen as a default setting; as a solution to our lack of trust; as a way to find answers to the questions that result; and as an economic opportunity to capitalise upon. The problem is that openness is not simply a switch we can turn on or off as we choose; it is not a decision that we can retract at a later date. Once open, things can never be closed. Therefore, openness, that is the state of being open, needs to be very carefully designed.

Dominic Campbell

Dominic Campbell is a top social tech innovator connecting public service professionals to better serve their clients. He co-founded Patchwork to improve communication between the various professionals

from public services and third sector agencies that were working simultaneously, but independently, to safeguard the same child or vulnerable adult. Dominic has extensive experience with professional collaboration and organisational change, particularly in local governments. Patchwork has been adopted by various local councils, including Staffordshire, Lichfield, Brighton and Hove, and Surrey. Dominic is director and founder of [FutureGov](#), a digital innovation company using technology to create better, cheaper local public services. His other FutureGov projects include [Casserole](#), an online 'meals on wheels' service, and [Tweety Hall](#), a web app connecting people with local politicians.

Dan Hill

Dan Hill is Executive Director of Futures and Best Practice for the Future Cities Catapult. A designer and urbanist, Dan previously served as CEO of Italian communications research centre and design studio, Fabrica, and has held leadership positions at the Finish Innovation Fund, SITRA, as well as Arup, Monocle, and the BBC.

Read/ Write City

There are a new generation of APIs for cities not by big IT companies but by cities themselves, citizen activists and publicly minded organisations. This session was a chance to find out more about and use some of the API programmes that FutureEverything and partners have been developing.

CitySDK is an API that allows anyone with data that can reference a location to be overlaid, shared and accessed. It seamlessly overlays data such as transportation, ad hoc community and crowd sourced data.

GMDSP is a linked data programme that seeks to create an intelligent data environment within Greater Manchester by linking disparate datasets created by public bodies that describe the similar things.

Apps For Europe, International Business Lounge: The Final

During the conference, the finalists presented their ideas. They were assessed by an international panel of experts. This event crowned the winner of Apps for Europe, International Business Lounge, 2014. It was hosted by: Doug Ward, CEO, TechHub, Manchester. TechHub creates spaces around the world for tech entrepreneurs to meet, work, learn and collaborate, and runs a load of great events, advice sessions and more. Therefore they were a great partner to collaborate with. In addition to awarding the best app, the audience selected their winner by viewing the presentation stands and then casting their vote by ballot.

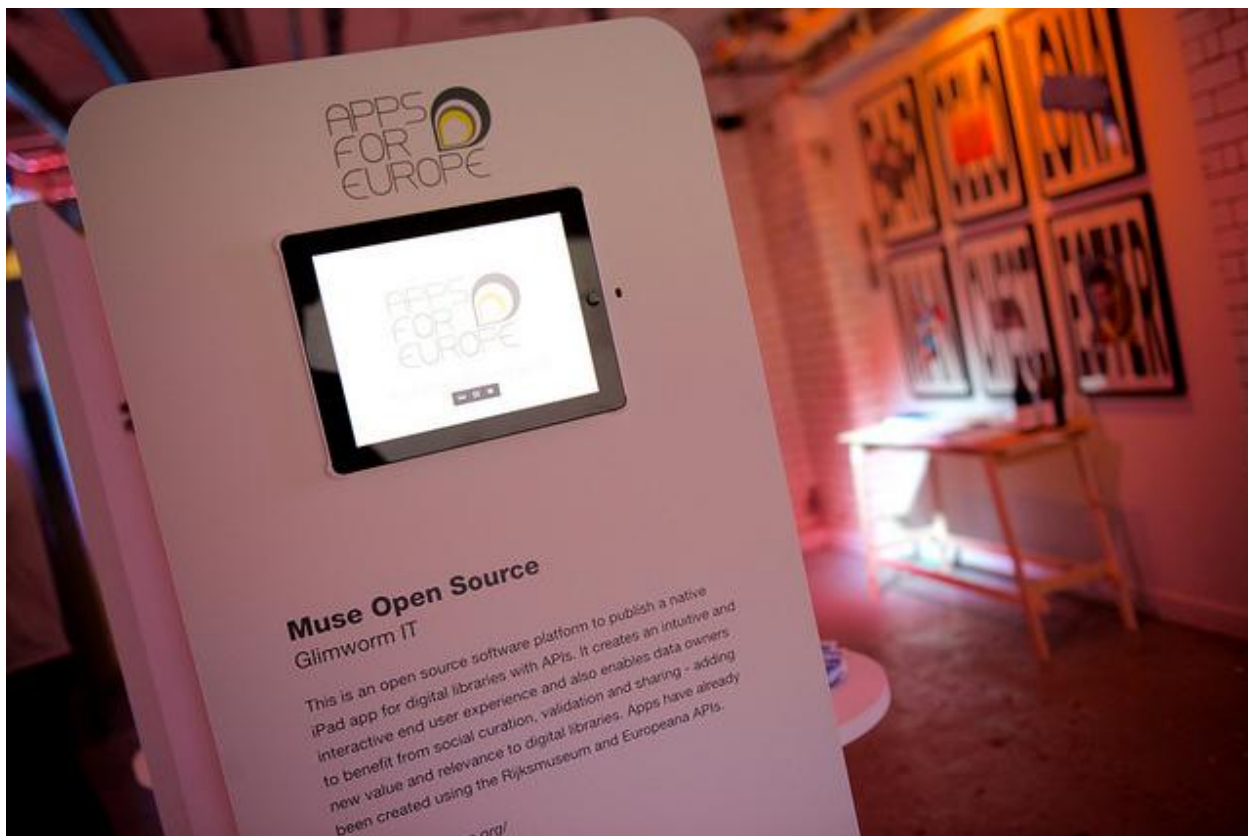


CityBike, winners of the he International Business Lounge Jury Prize



NostalGeo, winner of the International Business Lounge Audience Prize

Logistics

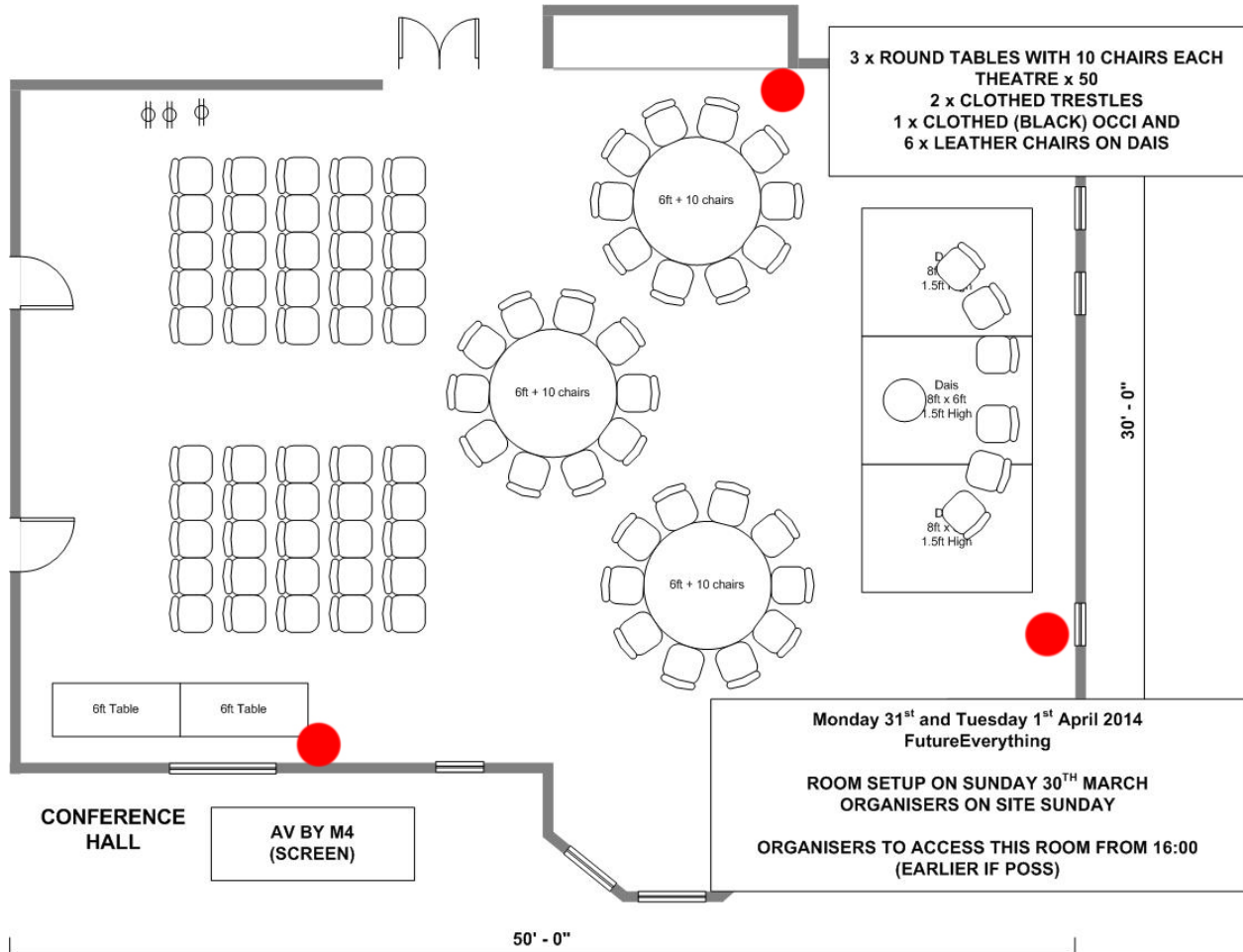


Participant presentation stand

Presentation stand

All finalists were allocated an exhibition stand for the duration in the International Business Lounge. The exhibition stands were built especially for the competition and featured a mounted iPad and small semicircular shelf approx 24cm depth that can be used for business cards or other small items. In advance, the finalists created a 5 minute presentation that was looped with the Apps For Europe logo.

Floor plan



The International Business Lounge was held in Manchester Town Hall. This is one of the most iconic landmarks in the city. Regarded as one of the finest examples of Neo-Gothic architecture in the United Kingdom, it is one of the most important Grade 1 listed buildings in England.

The space itself was designed to be a customisable, to accommodate both workshops, presentations and also allow for the presentation boards to be viewed by conference delegates, public and potential investors. It included more informal seating that allowed for finalists to speak with interested parties through out the duration of the event.

Audience

The FutureEverything Conference was attended by 520 delegates from a range of public and private sector backgrounds. The International Business Lounge showcase event was attended by 120 people.



Publicity

For all the publicity activities around the International Business Lounge please check the activity report of WP5.

International Business Lounge - The Aftermath

The International Business Lounge 2014 established the Apps For Europe brand and created a platform for the finalists to showcase their work.

Our focus was on creating an experience for the finalists so that they would become ambassadors and advocates for the project as it continues into its second year. Every detail of their visit to Manchester was planned from the moment they arrived at their accommodation.

Certain aspects of the programme worked better than others. The presentations and workshops: Open Data Where is the Value?; Design For Openness; and Read/Write City were successful and appealed to the wider conference audience, which bought more people into the IBL space. The Masterclasses were focused more on the finalists themselves and were well received. We should expand on this format in year two.

It was difficult to engage local tech. and investment communities in the event without evidence to show what the event was about. To counter this we used local intermediaries such as TechHub and Manchester Science Parks to validate our offer. This was an effective strategy and should be repeated in year two.

Impact

To measure the full extend to which Apps for Europe played a positive role in scaling up and showcasing the potential of open data initiatives we have created a series of evaluation forms. Two are targeted at the participant of both the local and International Business Lounge. The first one contains both quantitative questions, like amount of downloads, as well as qualitative questions, like did the event meet your expectations? It was send shortly after the event took place.

The second one is a 6-month follow up on this, it contains mostly the same questions, to illustrate the progress of the developments over time. We will approach the participants of the International Business Lounge first and expect to have results around the beginning of May. We will also try to approach participants of the local Business Lounges from the previous period. In the coming year we will make this evaluation cycle standard.

We also developed an evaluation form for the investor, which WP3 will coordinate, to better understand

what investors and such, think of the events, what they get out of it and what we could improve according to them. And lastly we have created an evaluation form for the hosts of the event, to learn from them how they experienced being part of an open data event.

Recommendations 2015

Based on an analysis of the international Business Lounge, 2014 we would make the following recommendations for 2015:

Programme:

- The finalist interviews need to be rescheduled. Ideally they would be over 2 days. However, it is difficult for judges of international standing to commit to this. Therefore, interview times should be shortened from 30 minutes to 10 minutes (see judging recommendations below)
- Finalists should be given the opportunity to introduce themselves and who they would like to meet at the networking event
- Finalists should be trained on their interview technique as part of the Masterclass sessions
- We should include a panel with start-up incubators present at the event. For example, TechHub, Open Data Institute, Bethnal Green Ventures, Manchester Science Park

Judging:

- Judges should watch finalist presentations in advance of their interview
- The team *not* the product should be judged – this negates the differences in the level of maturity between applications

Selection of finalists:

- There is a need to reach out to a more diverse range of finalists. In particular different gender types. This should be done at the local business lounge level
- We need to improve the quality of the local business lounge winners, as overall the finalists selected from the online competition were of a higher quality. This could be done the extra mentoring and support
- Retaining connections between finalists is important. 2014 finalists could act as mentors

Publicity:

- The use of intermediaries as trusted partners who could validate our offer was a successful strategy and should be repeated in 2015. We should build on the existing partnerships we have established

Conclusion

Overall we consider the first ever International Business Lounge as a great success. The programme was impressive and has drawn quite an audience. The participants considered it an useful, fun and inspiring event. The judges deemed the participating apps and teams of high quality. Most of all the event was a good networking opportunity for all parties attending.

We now have a solid basis to build on. Both on the level of coordination and logistic. But more importantly we can use the International Business Lounge as a good showcase to illustrate the Apps for Europe format and the importance of connect the right parties. It will help us gain more brand recognition and validation, making it easier to convince more local events to tap in and be more attractive to apps builders and start-ups to get involved.

We look forward to another round of local Business Lounges in 2014-2015. We'll make registration for participants to our network open all year long and start the online competition in the Fall of 2014. The end event will again be held in Manchester Town Hall in Spring 2015, where we will welcome 20 participating teams.