

ANNUAL COMMUNICATION AND DISSEMINATION REPORT



Data Market Services

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ABSTRACT	Evolution of the communication and dissemination activities during the period M01-12 of the project, including: Website, Social Channels, Newsletter, Support to Events.

HISTORY

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1. EXECUTIVE SUMMARY

The deliverable *5.6 Report on Dissemination and Communication Activities* compile the tools, actions, procedures and results achieved during the first year of development of Data Market Services project.

All these actions and materials were foreseen in the Marketing Strategy v1 Communicating and Disseminating Services and Results (D5.1) which combines dissemination and communication activities to reach the general audience of the project: Startups and SMEs across EU, EU projects, media, investors, events & awards...

Focused on each audience, unique strategies and targeted messages, tools and languages are being deployed during the project.

The dissemination and communication actions gathered in the Dissemination Plan are being implemented from the beginning of the project following an elaborated strategy. This is key for its success.

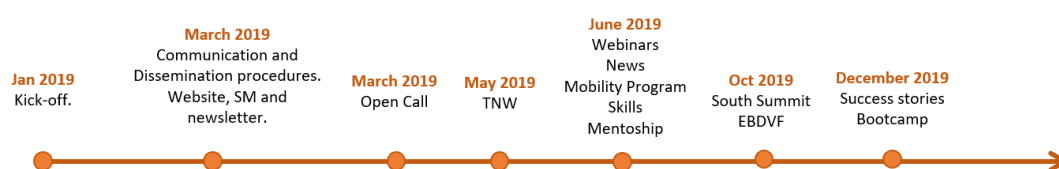


figure 1. Dissemination and Communication Strategy highlights

At this stage (one year after the start of the project) the advances are the following:

- Design and implementation of the Data Market Services brand: logo, visual guidelines, unified style, easily recognizable and identified with the main goals of the project.
- Communication materials package. Partners have at their disposal materials to offer information and communicate the project during their participation and attendance in events of the industry and contacts with Media. Brochures, posters, roll-ups and audiovisual materials have been produced and distributed.
- Website, Social Media channels and newsletter. A Digital Marketing strategy have been designed with the aim of attracting as much as possible visitors to the Data Market Services website. Contents and news are updated every month with topics focused in the Startups needs, the data ecosystem and relevant events. The Data Market Services community established around the Social Media channels is growing up constantly.
- Communication Team and internal and external communication procedures. A management structure is followed to facilitate the contributions and commitment of the partners.

OGILVY is the responsible of managing the Dissemination and Communication strategy with the support of ZABALA as Project Coordinator, and the engagement of the partners, all of them involved in the Data Market Services project Communication Team.

Only one year after the launch of the Data Market Services project, main conclusions are that the project is positively attracting the interest of Startups & SMEs. The Dissemination and Communication Strategy is now clearer, and the objective is to generate as much awareness as we can during the second year with the expertise of the first year.

The following steps will be focused on consolidating the actions initiated, the promotion of the next open call, participation in events, dissemination of the project activities, interaction with other Horizon2020 projects, and to continue publishing relevant content for startup community.

2. INTRODUCTION

The European startup ecosystem has been experienced several changes during these years, especially the data sector which is growing at some impressive rates, helped by accelerators and business angels providing their knowledge and mentorship. Here is where Data Market Services appears too; the idea of the project emerges as an initiative aimed at changing the data market context in Europe, fostering the entrepreneurship and launch the emerging companies onto the international markets.

Transforming and helping the overcome barriers of data-centric SMEs and startups in data skills and entrepreneurial opportunities.

Every single data ecosystem in the world has its strengths and weaknesses. Sectors that for various reasons attract the talent and capital necessary to be developed at a large scale.

Started in January 2019, DMS have provided services to 50 startups by now. There will be three cohorts in total, including this one.

As the target is the startup ecosystem, and it already has a proper tone to communicate, this project has their own work package about Communication and Dissemination. It is very important to have focused tasks related to this in order to get the best relevance.

Data Market Services is part of the Big Data Value Public-Private Partnership, which aims at creating a functional Data Market and Data Economy in Europe, in order to allow Europe to play a leading role in Big Data in the global market.

DMS would leverage the reinforcement of its community thanks to the engagement with this Big Data Value PPP. Along this first period of the project, DMS has been involved with this PPP during the BDV PPP Summit in Riga, a three days event in June. This event was organized by the Big Data Value Association (BDVA) and the Big Data Value ecosystem (BDVe) project, together with the European Commission. Data Market Services participated in the workshop hosted by the event "Data-driven

business models: turning digital transformation into a competitive advantage". This session allowed to know more about emerging business opportunities, through success stories and novel visions coming from BDVA companies, breakthroughs from projects funded under the BDV PPP umbrella and start-ups supported by EU-funded incubators. Apart from this event, DMS is in touch with this PPP and share its activities and webinars, helping on the dissemination to the whole Big Data ecosystem in Europe.

Big Data is a key economic asset to achieve competitiveness, growth and jobs due to its potential for impact and as an enabler for both horizontal and sector-specific gains.

Mastering the creation of value from Big Data will be a good basis for the future economic development and societal well-being. Within this goal, Data Market Services and all the startups selected take part.

This report includes a detailed guidance compilation of all communication and dissemination activities accomplished in the first project year.

3. WORK PACKAGE TASKS

Be able to demonstrate, communicate and disseminate how startups and SMEs are incorporated into the Data Market Services because of our services offer. Spread the word of the startups involved in the European Data ecosystem.

The tasks of Work Package 5 in the grant agreement are:

- Task 5.1. Marketing strategy and initial set-up [M01-M36]
- Task 5.2 Building of the success stories [M01-M36]
- Task 5.3 Communication and Dissemination of the Success Stories and Project Services [M01-M36]
- Task 5.4 Reinforcing SMEs presence in BDV PPP working groups [M18-M36]
- Task 5.5 Clustering activities with additional initiatives [M1-M36]

4. COMMUNICATION PLAN

Based on the goals and approach of the DMS project, the following report about the strategic communication plan was set to guide the project communication and dissemination activities. During the first year of the project the key messages were established to communicate to the target audiences.

a. COMMUNICATION OBJECTIVES AND TARGET

One of the key factors to help the Data Economy forward is to be able to demonstrate, communicate and disseminate how start-up companies and SMEs are incorporated into the Data Market as a result of our services offer, so our main goal will be to generate awareness about the project and, also about our selected startups.

Communication activities will be focused on general audience (meaning key stakeholders of the European data ecosystem) outlining the portfolio of companies and the project results. We are using customized messages to reach a broader impact.

Defining target audiences allows Data Market Services to maximize its communication and, therefore, maximize its impact. This are the Data Market target audiences:

- General public. Increasing awareness on data-centric companies in Europe.
- EU Startups & SMEs.
- Industry / Potential collaborators / Investors. Raising interest in the applications of the supported innovations.
- Other EU initiatives and projects. Establishing synergies and collaborations.
- European Commission and policy makers. Transferring best practices identified during the project.

b. COMMUNICATION TOOLS

This point describes all the communication tools produced in order to achieve the communication and dissemination objectives described above. Data Market Services has different digital tools which complement the project capacities.

▪ VISUAL IDENTITY

Data Market Services visual guide was created at the beginning of the project. It includes a detailed illustration of the chosen logos, colours, fonts, icons and photography. It has been applied in project tools, materials, internal documents of the consortium members, etc., to create a cohesive representation of the Data Market Services project.

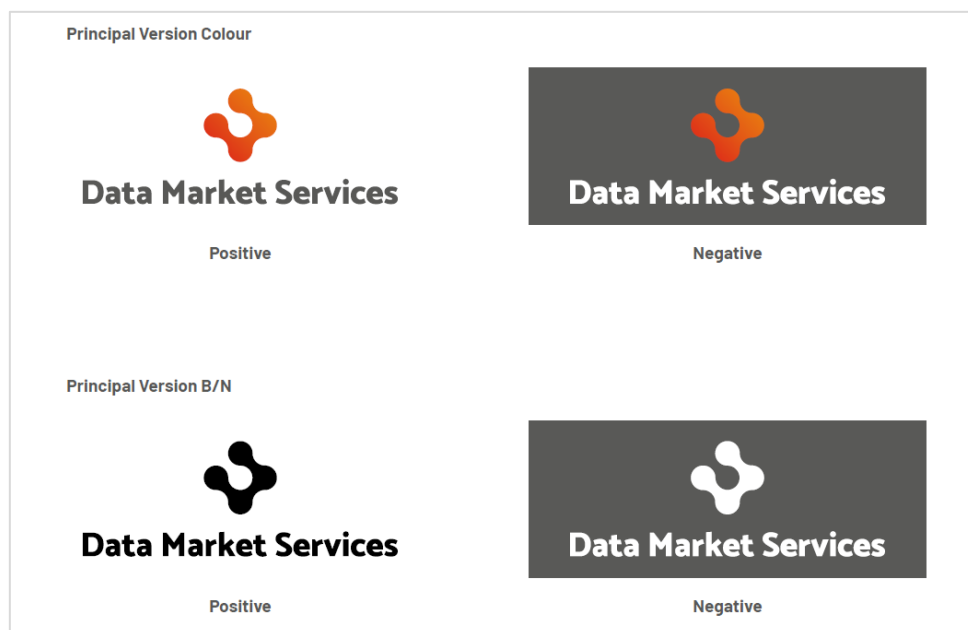


figure 2. Data Market Services logo

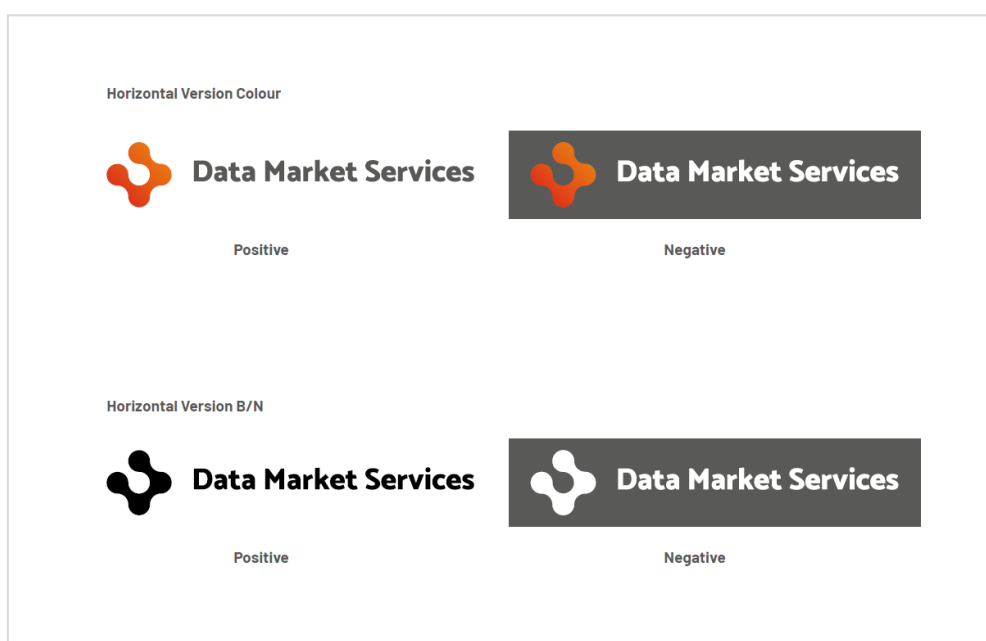


figure 3. Data Market Services logo

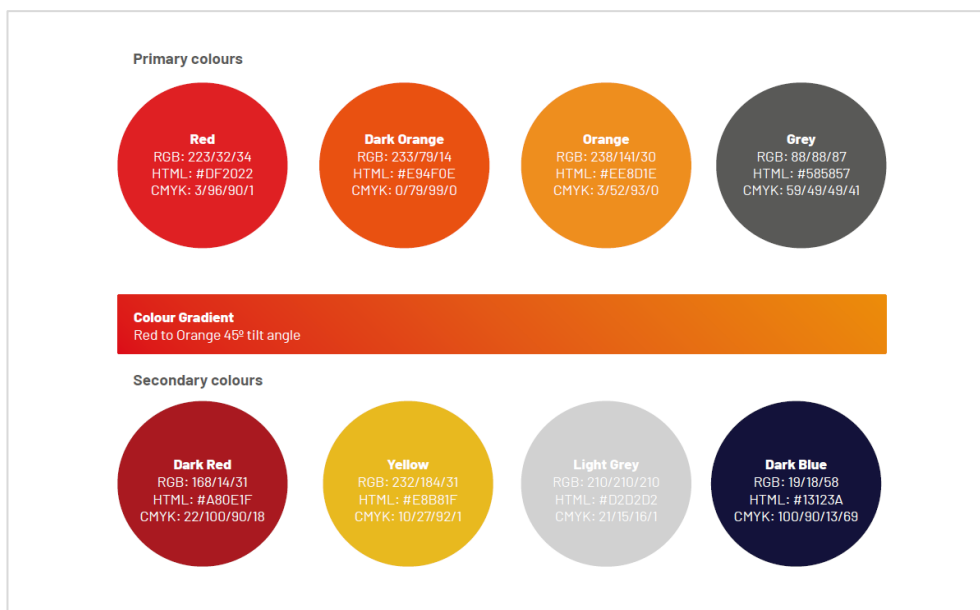


figure 5. Data Market Services Colour Palette

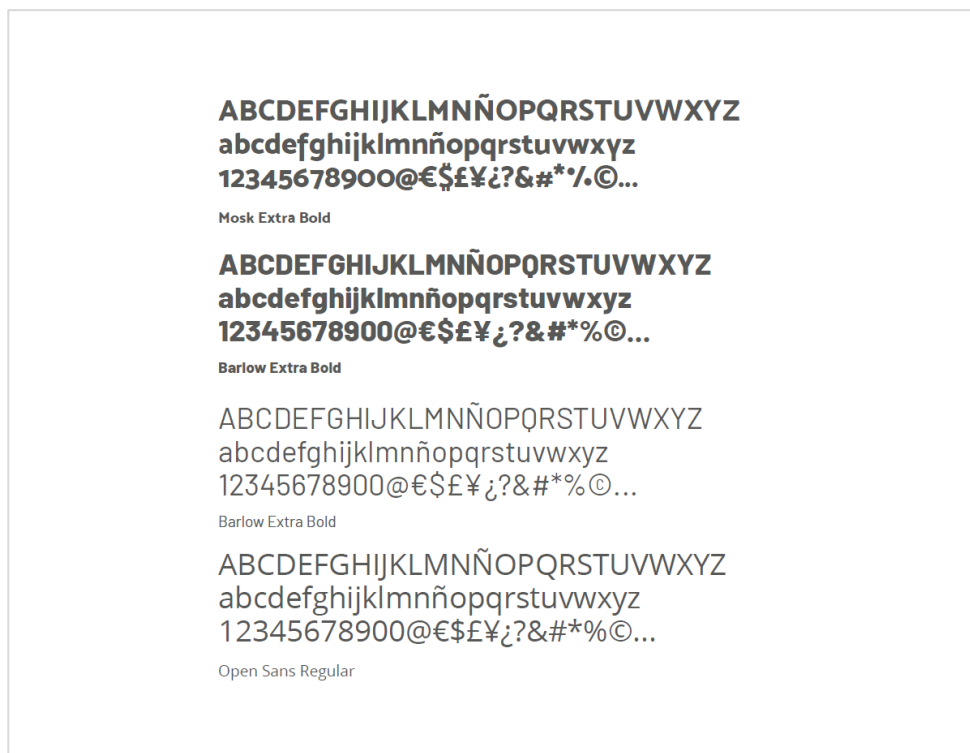


figure 4. Data Market Services typography

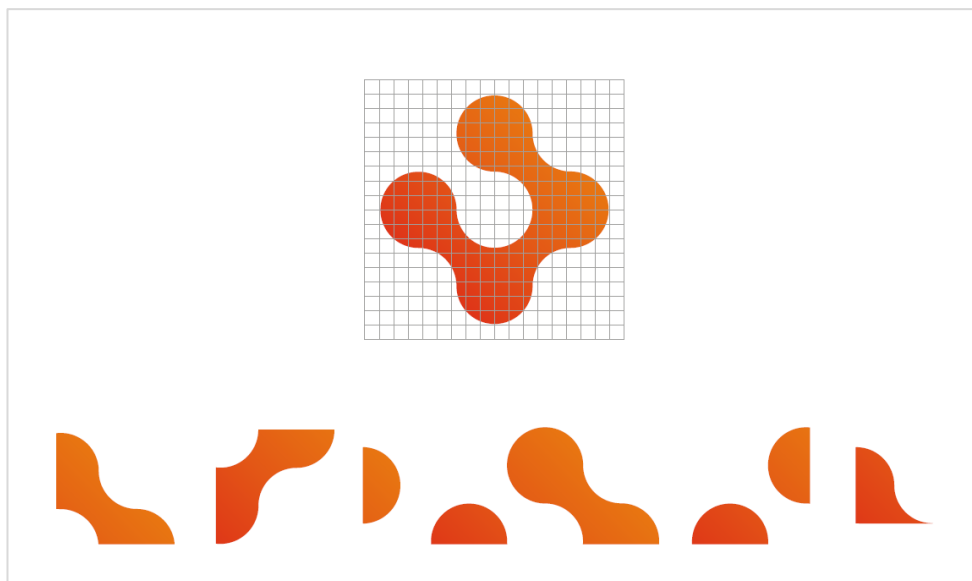


figure 6. Data Market Services pattern construction



figure 7. Data Market Services pattern construction photo



figure 8. Data Market Services photography and icons

The following templates have been designed:

- A **Word template** for generic documents (deliverables, press releases).
- A **Power Point template** for generic presentations, webinars and other needs.

All the materials are available for partners and startups and can be downloaded on the website: <https://www.datamarketservices.eu/services-portal/contents/>

▪ WEBSITE

Available at www.datamarketservices.eu since March 2019.

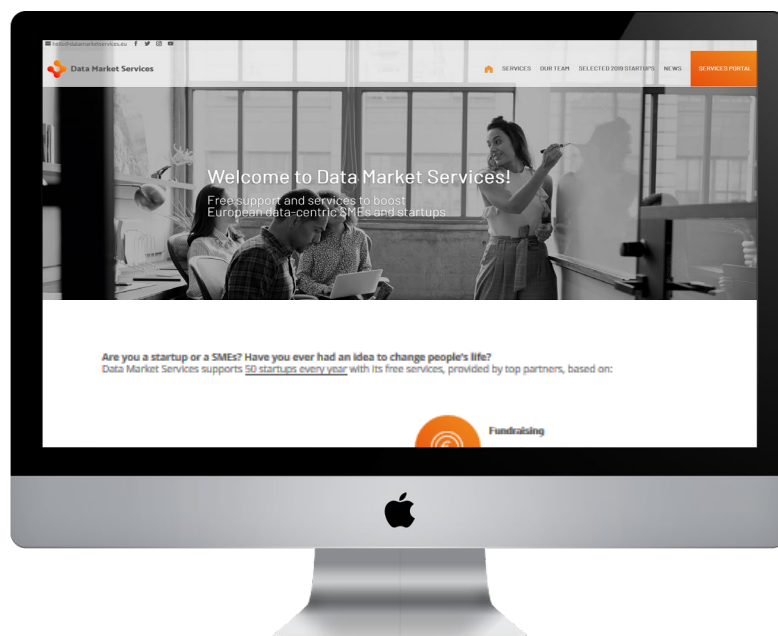


figure 9. Data Market Services website

The website is the meeting place for all stakeholders interested in the project. It reflects the project, it is the first place where potential startups will go to make their judgement about.

But Data Market Services is not just a showcase of what the project can offer. It is the portal for the startups to increase their knowledge.

The website has a main menu with the following structure:

- Home. Includes information about the project.
- Our team. Contains a short profile of the people involved on the project.
- Selected 2019 Startups. A portfolio grid list with a thumbnail for each startup, which goes to a specific page with more information.
- News. where different kind of content related to data and interviews to the startups is published.

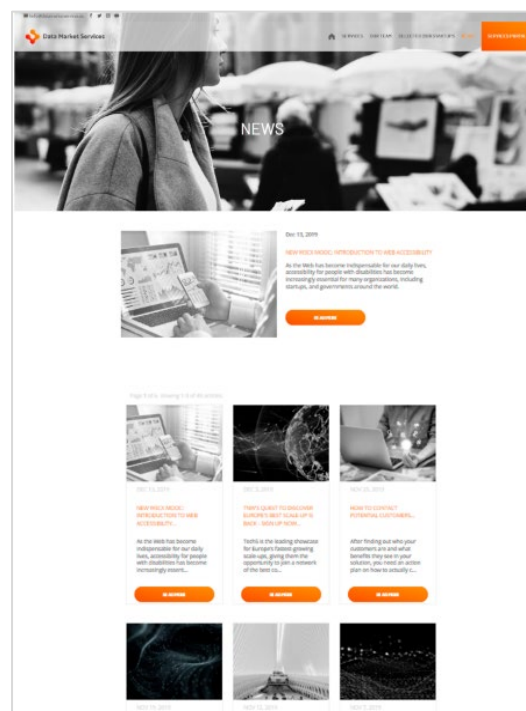
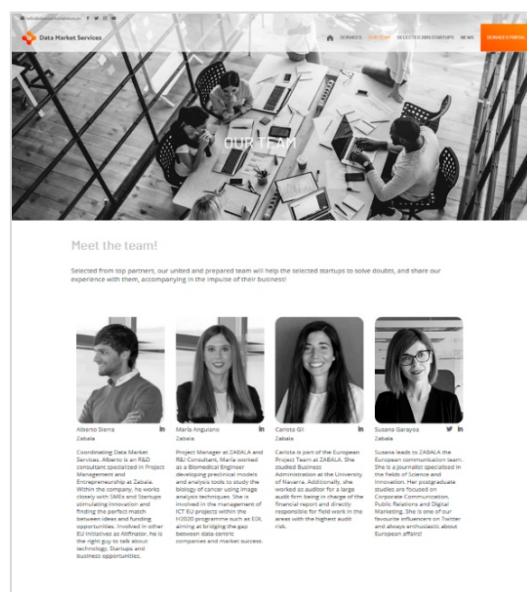


figure 10. Website main pages

WEBSITE EVOLUTION

Obj.	KPI No.	Key Performance Indicator	Value	Rationale
4	4.2	Number of unique visitors at the website	+300 visits/month	Average of monthly visits per month.

figure 11. Project website KPIs defined in GA

Since the launch of the website a total of **11,353 users** have been reached with **more than 400 visits /month overcoming the KPI we had established**. This high number means that users are interested in the content of the web, which is demonstrated by the data of page views per session and the average duration of visits.

The most important access channel is the organic channel, which is the one with the highest quality in the sessions. In the coming months, this behaviour will continue.

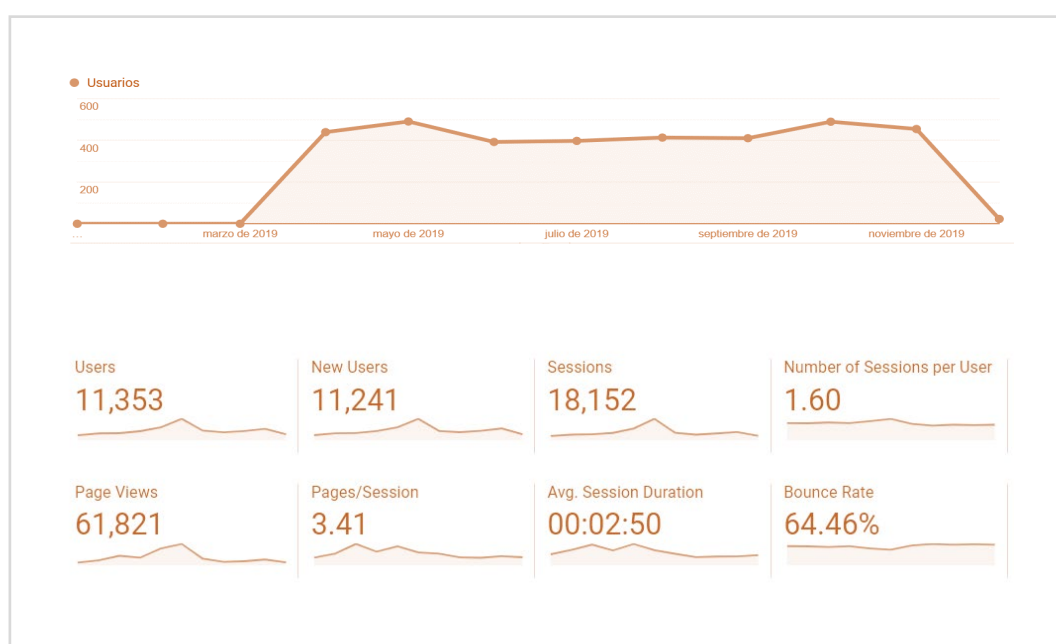


figure 12. Website general statistics

Observing the access data of the users to the Data Market Services website, Spain is the country from which most users access the website.

Spain represents 22,90% of the total visitors, Germany is in the second position, representing 6,03% and Netherlands is in the 3rd with 4,87%. This makes sense

because is where the most powerful members of the consortium are based. The rest of the countries are mostly Europeans except EEUU and Japan.

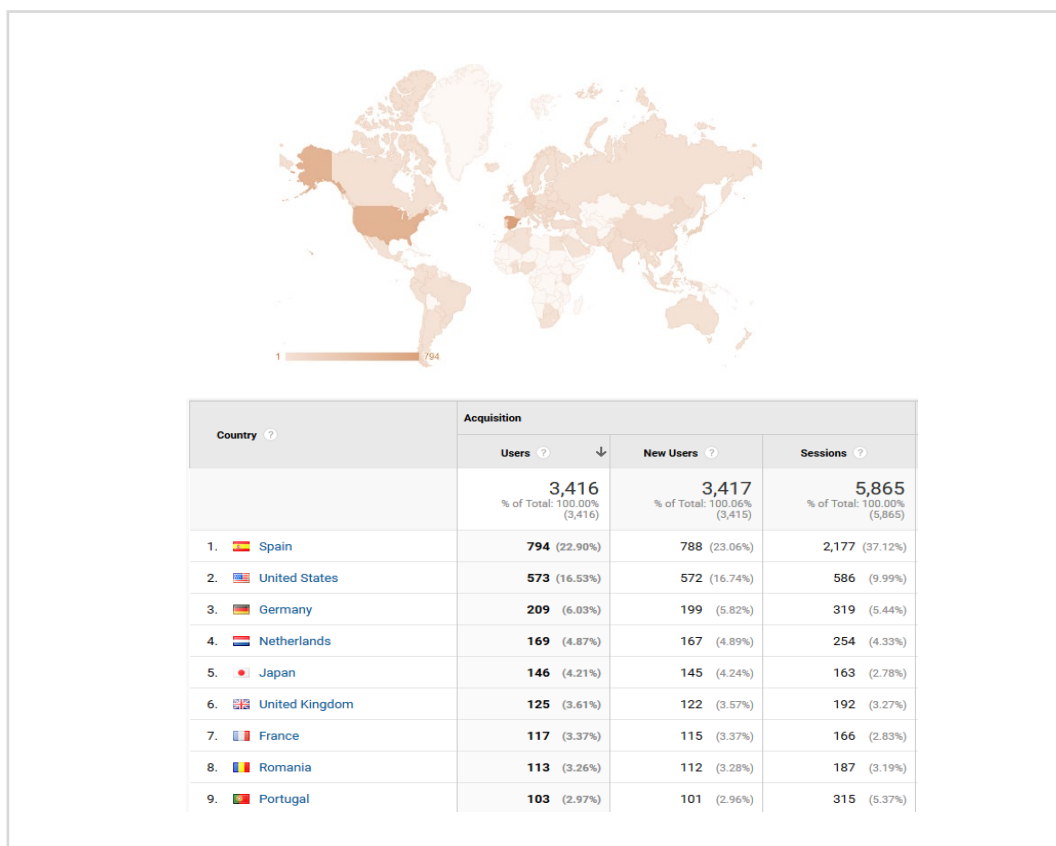


figure 13. Data Market visitors geographical origin

The most important access channel is the organic channel, which is the one with the highest quality in the sessions. In the coming months, this behaviour will continue.

Increasingly, the recruitment of new users is reached every month to a greater number of people who are interested in the web. The returning visitor is around 13,8% which is very interesting number.

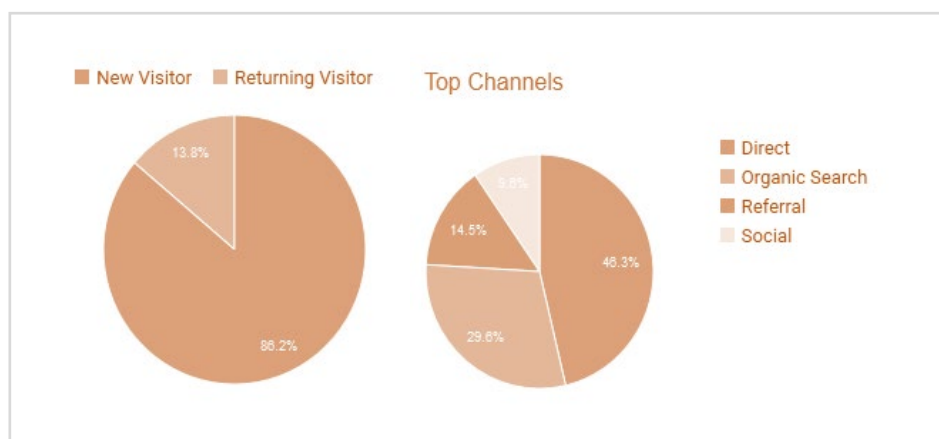


figure 14. Traffic & channels Data Market Services website

As expected, Data Market Services homepage has been the most viewed page during the first year, followed by the team involved, the startup portfolio and the news section.

	Page Views	Unique Page Views	Avg. Time on Page	Bounce Rate ¹	% Exit ²
Home	4.329	3.475	0:01:52	52,30%	49,02%
Our team	722	569	0:02:08	75,76%	39,89%
Startups	967	551	0:01:30	39,83%	18,30%
News	645	458	0:01:20	43,18%	17,98%

¹ Bounce Rate: the percentage of visitors to a particular website who navigate away from the site after viewing only one page.

² % Exit: how often visitors leave your website after viewing a particular page

figure 15. Website statistics by page

LINKBUILDING

Partners of the consortium made visible the Data Market Services project in their own websites. This action is very positive for the positioning on Google of the Data Market Services website, and additionally supports the dissemination and communication of the project.

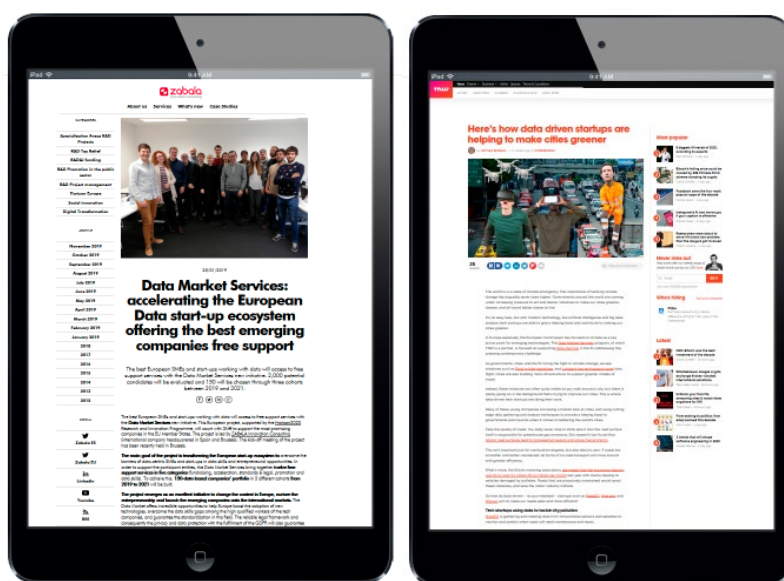


figure 16. Data Market Services info published at partners websites

Date	Partner	Where	Country	Main topic	URL
22/01/2019	ZABALA	Zabala.es news section	Spain	Article about new H2020 projects	https://www.zabala.es/es/noticias/nuevos-proyectos-transformacion-digital
22/01/2019	ZABALA	Zabala.eu news section	EU	Article about new H2020 projects	https://www.zabala.eu/en/news/zabala-start-three-new-projects-supporting-digital-entrepreneurship-across-europe
22/01/2019	ERCIM/W3C	ERCIM News (#116)	EU	Inbrief article about new H2020 project	https://ercim-news.ercim.eu/en116/ib/new-eu-project-data-market-services
25/01/2019	ZABALA	Zabala.eu news section	EU	Press release after kick-off	https://www.zabala.eu/en/news/data-market-services-accelerating-european-data-start-ecosystem-offering-best-emerging
04/02/2019	ZABALA	Cordis Wire	EU	Press release after kick-off	https://cordis.europa.eu/news/rcn/130712_en.html
07/02/2019	SPK	Spherik news section	Romania	Article about DMS on website	https://spherikaccelerator.com/news/data-market-services-accelerating-european-data-startup-ecosystem-offering-free-support-best-emerging-companies/
05/03/2019	SpinLab	SpinLab Website	Germany/EU	Interview with Miguel Garcia (Zabala)	https://spinlab.co/blog-detail/an-interview-with-miguel-garcia-on-the-company-zabala
24/04/2019	SPK	SPK website	Romania	Open call	https://spherikaccelerator.com/news/open-call-data-centric-startups-access-free-data-market-services/
09/05/2019	ZABALA	Zabala.es news section	Spain	DMS presence at TNW conference	https://www.zabala.es/es/noticias/las-startups-DMS-en-next-web
14/05/2019	ZABALA	Zabala.es news section	Spain	DMS selected startups at TNW conference	https://www.zabala.es/es/noticias/DMS-ayudando-startups-tnw-conference
24/09/2019	ZABALA	Zabala.es news section	Spain	South Summit	https://www.zabala.es/es/noticias/south-summit-2019

figure 17. Linkbuilding activities by partners

▪ EU AWARDS

The Data Market Services project website was nominated for the 2019 .eu Web Awards (under the Rising Stars category).

Launched in 2014, this is a contest where they look for the most innovative and impactful websites with .eu extensions.

This award is based on the public's vote, and for achieving as many votes as possible. Some campaigns on Data Market Services Social Media channels, and also in the partners ones, have been launched and partners contacts have been informed.



figure 18. EU Awards campaign creatives published in SMC

▪ STARTUPS PORTFOLIO

The startups portfolio is a specific page to show the first 50 startups selected for the project in 2019 organized in an alphabetical order and by category.

Every startup has their own thumbnail composed by its logo and tagline in the main page linked to a specific page where appears the information provided by each startup (name, year of foundation, country, definition, website, social media channels, videos...).

This section is very interesting for the Project to act as showcase for the startups and for the startups to promote their activities, attract investors and media.

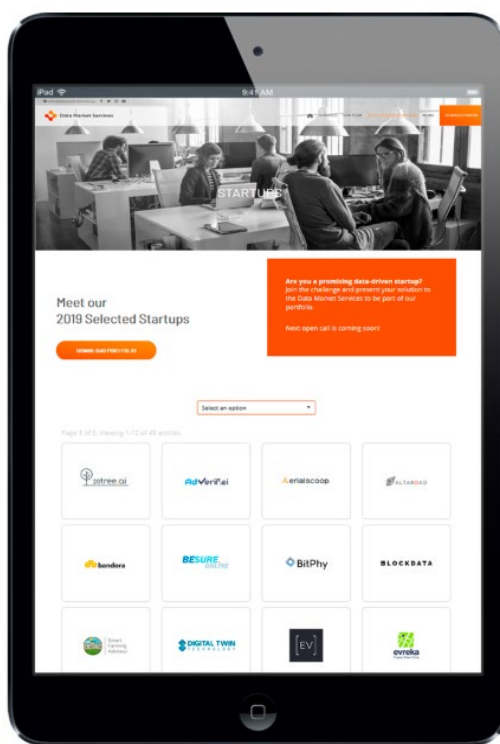


figure 19. Startup Portfolio. Selected 2019 startups preview

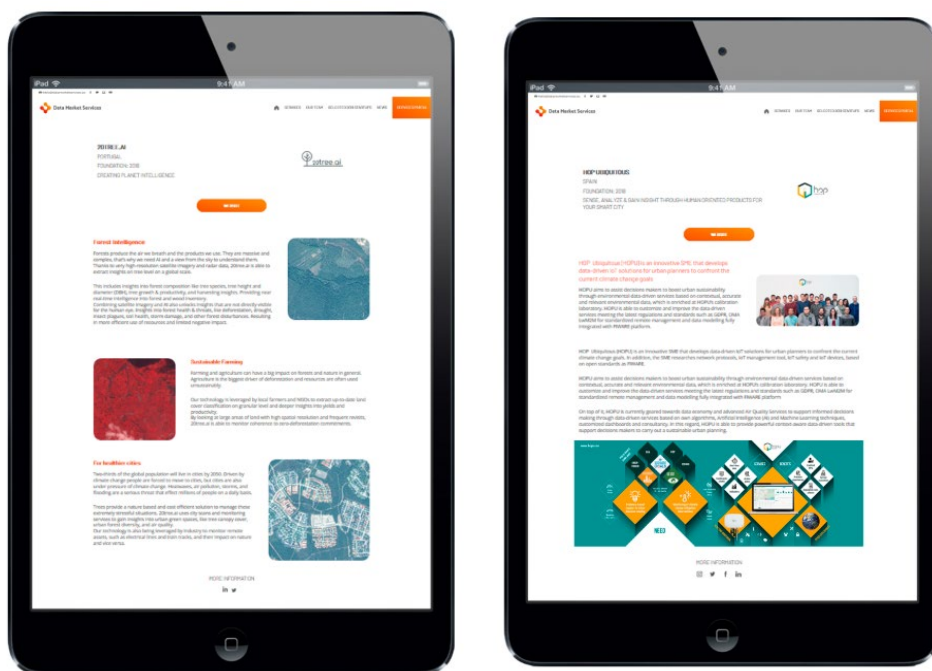


figure 20. Startup Portfolio. Selected 2019 startups detail page

Additionally, the startups portfolio section is the place where visitors can download the full 2019 Startup brochure aiming at facilitating the share of information between the consortium and potential investors.



figure 21. Startup Portfolio Booklet

STARTUP PORTFOLIO EVOLUTION

Following on the statistics, the **startup portfolio has been checked 1.040 times** during this year and the top 6 of startups accessed were 20treeai (113 Page Views), Besure (91 Page Views), Aerialscoop (80 Page Views), Altaroad (73 Page Views), Hop-ubiquitous (67 Page Views) and Sensei (67 Page Views):

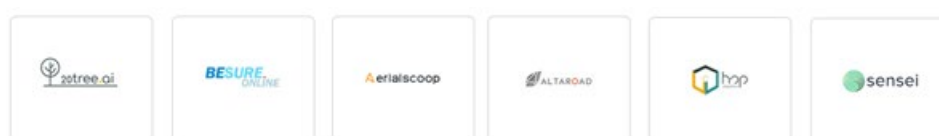


figure 22. Top 6 Startup checked on the portfolio

It is interesting because the first four are usually in the first page by alphabetical order but hop-ubiquitous and sensei are not in the main page, so although they are not the first ones maybe they are the most relevant by the users.

		Page Views	Unique Page Views	Avg. Time on Page	Bounce Rate	% Exit
1.	Portfolio	1,040(35.53%)	593(30.68%)	0:01:28	40.77%	18.94%
2.	/20treeai/	113(3.86%)	80(4.14%)	0:01:47	45.45%	14.16%
3.	/besure/	91(3.11%)	52(2.69%)	0:01:10	77.78%	12.09%
4.	/aerialscoop/	80(2.73%)	48(2.48%)	0:00:58	85.71%	16.25%
5.	/altaroad/	73(2.49%)	48(2.48%)	0:01:28	33.33%	9.59%
6.	/hop-ubiquitous/	67(2.29%)	38(1.97%)	0:02:29	54.55%	19.40%
7.	/sensei/	67(2.29%)	53(2.74%)	0:01:37	82.35%	25.37%
8.	/bandora-systems/	63(2.15%)	32(1.66%)	0:02:12	75.00%	14.29%
9.	/leanxcale/	61(2.08%)	43(2.22%)	0:01:28	75.00%	22.95%
10.	/adverif-ai/	55(1.88%)	35(1.81%)	0:01:21	85.71%	16.36%
11.	/de-databoerin/	53(1.81%)	38(1.97%)	0:01:46	81.82%	30.19%
12.	/oseven-telematics/	49(1.67%)	40(2.07%)	0:01:36	57.89%	36.73%
13.	/nviso/	48(1.64%)	39(2.02%)	0:01:23	100.00%	14.58%
14.	/bitphy/	47(1.61%)	33(1.71%)	0:00:55	66.67%	29.79%
15.	/evreka/	47(1.61%)	41(2.12%)	0:02:01	83.33%	29.79%
16.	/geabit/	47(1.61%)	23(1.19%)	0:00:36	33.33%	10.64%
17.	/roadeo/	46(1.57%)	34(1.76%)	0:00:54	26.67%	19.57%
18.	/hedyla/	45(1.54%)	24(1.24%)	0:01:22	50.00%	2.22%
19.	/vesputi/	43(1.47%)	36(1.86%)	0:02:49	33.33%	23.26%
20.	/loop/	41(1.40%)	36(1.86%)	0:03:13	62.50%	26.83%
21.	/octagon-careers/	41(1.40%)	32(1.66%)	0:01:49	100.00%	24.39%
22.	/utrigg/	38(1.30%)	28(1.45%)	0:00:36	66.67%	26.32%
23.	/priceflux/	37(1.26%)	34(1.76%)	0:01:31	71.43%	21.62%
24.	/xoresearch/	37(1.26%)	28(1.45%)	0:03:37	100.00%	18.92%
25.	/digital-twin/	35(1.20%)	26(1.35%)	0:01:07	100.00%	17.14%
26.	/holler-live/	35(1.20%)	16(0.83%)	0:01:33	0.00%	8.57%
27.	/mimirium/	34(1.16%)	24(1.24%)	0:01:20	75.00%	32.35%
28.	/indeework/	33(1.13%)	29(1.50%)	0:00:47	85.71%	27.27%
29.	/medmee/	29(0.99%)	18(0.93%)	0:02:48	0.00%	17.24%
30.	/u-hopper-srl/	28(0.96%)	16(0.83%)	0:01:19	0.00%	7.14%
31.	/envisioning-io/	26(0.89%)	16(0.83%)	0:01:12	33.33%	15.38%
32.	/orocon/	26(0.89%)	16(0.83%)	0:01:12	100.00%	7.69%
33.	/pact-care/	25(0.85%)	21(1.09%)	0:00:23	80.00%	16.00%
34.	/taikai/	25(0.85%)	22(1.14%)	0:00:39	75.00%	36.00%
35.	/blockdata/	24(0.82%)	20(1.03%)	0:00:43	100.00%	8.33%
36.	/mammoth-analytics/	24(0.82%)	20(1.03%)	0:01:19	100.00%	25.00%
37.	/medicsen/	21(0.72%)	19(0.98%)	0:00:58	0.00%	4.76%
38.	/outmind/	20(0.68%)	14(0.72%)	0:01:48	100.00%	5.00%
39.	/sensewaves/	19(0.65%)	16(0.83%)	0:00:41	75.00%	15.79%
40.	/storydata/	18(0.61%)	16(0.83%)	0:01:13	50.00%	27.78%

41.	/wefitter/	18(0.61%)	12(0.62%)	0:00:29	100.00%	5.56%
42.	/intel-soft/	17(0.58%)	12(0.62%)	0:00:36	0.00%	11.76%
43.	/one-watt/	17(0.58%)	15(0.78%)	0:00:33	0.00%	5.88%
44.	/open-mind /	17(0.58%)	11(0.57%)	0:00:19	0.00%	0.00%
45.	/inkin-social-fitness/	16(0.55%)	12(0.62%)	0:00:55	100.00%	6.25%
46.	/oliver/	16(0.55%)	14(0.72%)	0:00:30	0.00%	18.75%
47.	/tesselo/	16(0.55%)	13(0.67%)	0:00:28	100.00%	25.00%
48.	/norihealth/	14(0.48%)	12(0.62%)	0:00:32	0.00%	0.00%
49.	/ticketless/	14(0.48%)	9(0.47%)	0:00:20	0.00%	7.14%
50.	/qucit/	13(0.44%)	9(0.47%)	0:01:23	0.00%	7.69%
51.	/intelsoft/	6(0.20%)	5(0.26%)	0:00:03	100.00%	33.33%

figure 23. Startup list listed by page views

The startup pages experiment access peaks when we publish in our social media channels the Startup of the week content and publish a detailed interview in the news section.

The highest value corresponds to RoadEO as Startup of the week:
<https://www.datamarketservices.eu/startup-of-the-week-roadeo/>

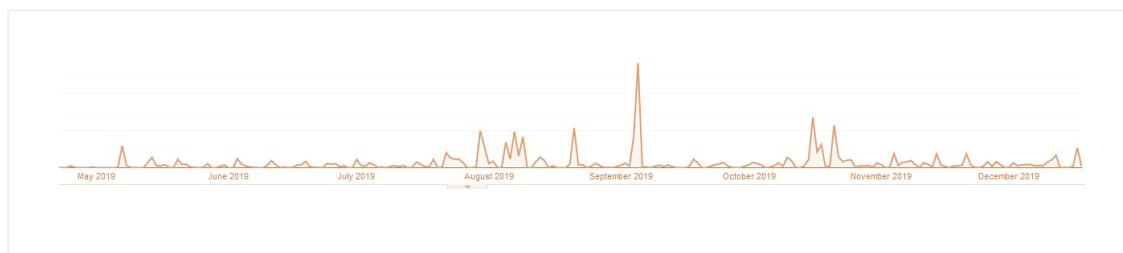


figure 24. Startup page views

▪ NEWS AREA

On DMS website there is a news area where different contents related to the data market in Europe and information about the startups are published.

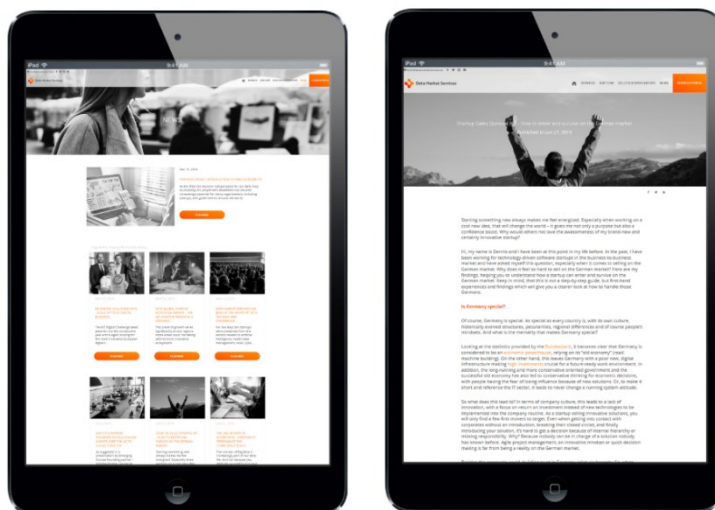


figure 25. News feed and news detail

Each of the news are shared in the project social media channels to spread the word about data and the project and also to give more visibility of the DMS Startups. Each new are also promoted in our newsletter.

The content is provided by our partners. Everyone must provide content to enrich this news portal. They sent their content to WP5 to publish it once per week.

Partner	Topic	Publish Date
MARCH		
Ogilvy	Data Market Services: accelerating the European Data start-up ecosystem offering the best emerging companies free support	22/03/2019
MAY		
Ogilvy	Data Market Services has been at the heart of tech: the Next Web Conference	13/05/2019
TNW	2019 Global Startup Ecosystem Report – The key startup trends in a growing ecosystem	22/05/2019
Zabala	EIT Digital Challenge 2019 – Scale up your digital business!	27/05/2019
SOTON	SDSA Fundamentals of Data Science in September 2019 Boost your data literacy!	31/05/2019
JUNE		
Zabala	A big thank you to the 149 startups and smes that applied for the data market services programme 2019	05/06/2019
Bright Pixel	How to find the right growth hacker for your startup	17/06/2019
Ogilvy	The use of data in advertising - How far to personalize the communication of brands?	21/06/2019
SpinLab	Startups Sales Survival Kit	27/06/2019
JULY		
Spherik	64% of European founders would choose Europe over the US to found their startup	02/07/2019

Zabala	EIC Accelerator Pilot	09/07/2019
SpinLab	Discovering your customers: improving the probability of having a profitable company in the future	16/07/2019
ERCIM/W3C	Understanding GDPR to SMEs' benefit	23/07/2019
Spherik	Become a part of a fast growing entrepreneurial startup ecosystem at SLUSH 2019	30/07/2019
AUGUST		
TNW	The coming European FinTech revolution	06/08/2019
SOTON	5 reasons why Python is the best choice for data driven SMEs	13/08/2019
iPtecor	Why SME's in the digital space should deal with managing intellectual assets	20/08/2019
Bright Pixel	5 key topics every pitch presentation to investors should address	27/08/2019
SEPTEMBER		
Spherik	Angel Investment vs. VC Funding For Startups	03/09/2019
Zabala	What is the Altfinator project and how can EU Startups be benefited	10/09/2019
Ogilvy	EBDVF 2019 is almost here! Are you coming with us?	17/09/2019
SOTON	Why does cybersecurity risk analysis matter?	26/09/2019
OCTOBER		
TNW	Here's how data driven startups are helping to make cities greener	01/10/2019
SpinLab	How to find your startup's value proposition	08/10/2019
iPtecor	Patents in Europe at the edge of the 4th industrial revolution	15/10/2019
ERCIM/W3C	Standards and innovation - your gateway to market	18/10/2019
Bright Pixel	Productivity hacks for startup CEOs	29/10/2019
NOVEMBER		
SpinLab	Incubators, Accelerators or Weekend training programs – what's the difference?	05/11/2019
Zabala	Digital Innovation Hubs: Supporting Data-Centric Companies to Exploit Digital Opportunities	12/11/2019
Ogilvy	Deep Learning is here to know what you want	19/11/2019
SpinLab	How to contact potential customers	25/11/2019
DECEMBER		
TNW	TNW's quest to discover Europe's best scale-up is back – sign up now	03/12/2019
ERCIM/W3C	New W3Cx MOOC: Introduction to Web Accessibility	13/12/2019

figure 26. List of news published by each partner

The other important content on this news area is the *Startup of the week*; once per week an interview to one of the startups has been published and also promoted in our social media channels. This content is very interesting for the users in social media making the general public access to the site and read the interview.

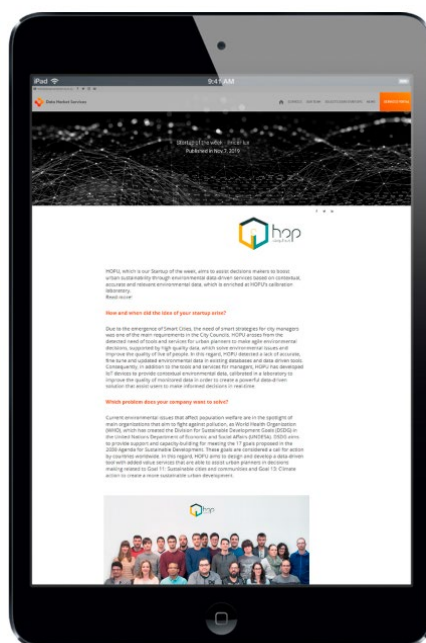


figure 27. Interview of Startup of the week

Partner	Topic	Publish Date
JULY		
Ogilvy	GEABIT	03/07/2019
Ogilvy	NORI HEALTH	11/07/2019
Ogilvy	HEDYLA	18/07/2019
Ogilvy	INDEEWORK	25/07/2019
AUGUST		
Ogilvy	U-HOPPER	01/08/2019
Ogilvy	OCTAGON CAREERS	08/08/2019
Ogilvy	VESPUTI	14/08/2019
Ogilvy	PACTCARE	22/08/2019
Ogilvy	UTRIGG	29/08/2019
SEPTEMBER		
Ogilvy	ROADEO	05/09/2019
Ogilvy	OROCON	12/09/2019
Ogilvy	LOOP!	19/09/2019
Ogilvy	HOPU	24/09/2019
OCTOBER		
Ogilvy	SENSEI	10/10/2019
Ogilvy	INTELSOFT TECHNOLOGIES	17/10/2019
NOVEMBER		
Ogilvy	PRICEFLUX	07/11/2019

Figure 28. List of Interviews published

■ EVOLUTION

During this period 16 interviews about startups were published in Data Market Services website to promote their business. The most interesting were the ones about Indee Work (56 page views) and Hedyla (37 page views)

	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit
/startup-of-the-week-indeework/	56(13.97%)	50(15.11%)	0:02:46	42(17.65%)	83.33%	75.00%
/startup-of-the-week-hedyla/	37(9.23%)	27(8.16%)	0:02:16	19(7.98%)	78.95%	54.05%
/startup-of-the-week-nori-health/	37(9.23%)	31(9.37%)	0:01:58	17(7.14%)	76.47%	48.65%
/startup-of-the-week-uhopper/	34(8.48%)	26(7.85%)	0:01:21	14(5.88%)	50.00%	41.18%
/startup-of-the-week-sensei/	31(7.73%)	23(6.95%)	0:01:24	17(7.14%)	76.47%	54.84%
/startup-of-the-week-roadeo/	24(5.99%)	19(5.74%)	0:01:30	16(6.72%)	87.50%	66.67%
/startup-of-the-week-intelsoft-technologies/	20(4.99%)	18(5.44%)	0:01:34	12(5.04%)	91.67%	70.00%
/startup-of-the-week-utrigg/	19(4.74%)	12(3.63%)	0:05:28	5(2.10%)	80.00%	42.11%
/startup-of-the-week-vesputi/	19(4.74%)	15(4.53%)	0:05:12	9(3.78%)	77.78%	52.63%
/startup-of-the-week-pactcare/	15(3.74%)	13(3.93%)	0:02:31	7(2.94%)	85.71%	40.00%
/startup-of-the-week-loop/	14(3.49%)	12(3.63%)	0:02:53	6(2.52%)	83.33%	42.86%
/startup-of-the-week-orocon/	13(3.24%)	11(3.32%)	0:02:33	8(3.36%)	87.50%	69.23%
/startup-of-the-week-inde.../	11(2.74%)	6(1.81%)	0:00:37	6(2.52%)	50.00%	54.55%
/startup-of-the-week-octagon-careers/	8(2.00%)	6(1.81%)	0:00:59	3(1.26%)	100.00%	37.50%

/startup-of-the-week-priceflux/	8(2.00%)	7(2.11%)	0:00:48	4(1.68%)	100.00%	50.00%
/startup-of-the-week-octagon-careers/	8(2.00%)	6(1.81%)	0:00:59	3(1.26%)	100.00%	37.50%
/startup-of-the-week-priceflux/	8(2.00%)	7(2.11%)	0:00:48	4(1.68%)	100.00%	50.00%

figure 29. Most interesting SOTW

▪ SERVICES PORTAL

Data Market Services has developed an internal and password protected portal where only the selected startups can access find easily the services provided by the project:

- Webinars
- Mobility Program
- Contents
- Mentorship
- Promotion
- Data Skills

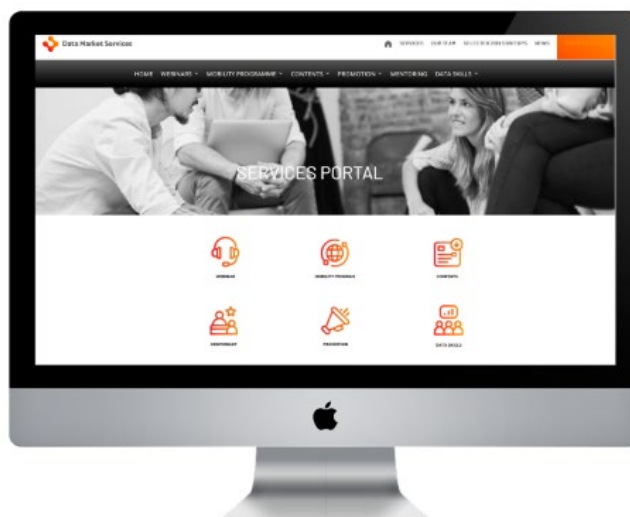


figure 30. Services Portal

▪ Webinars

All webinars are original content created by the partners of the project. Selected startups have a calendar on the portal to know all the information about the webinars. Each one is linked to their respective *gotowebinar* page (the tool used to impart this service).

Once the webinar is finished, there is an archive page where all the webinars imparted during the 2019 call are collected, with the downloadable version of the video recorded and the presentation used on the webinar to give easily access to the information for the startups.

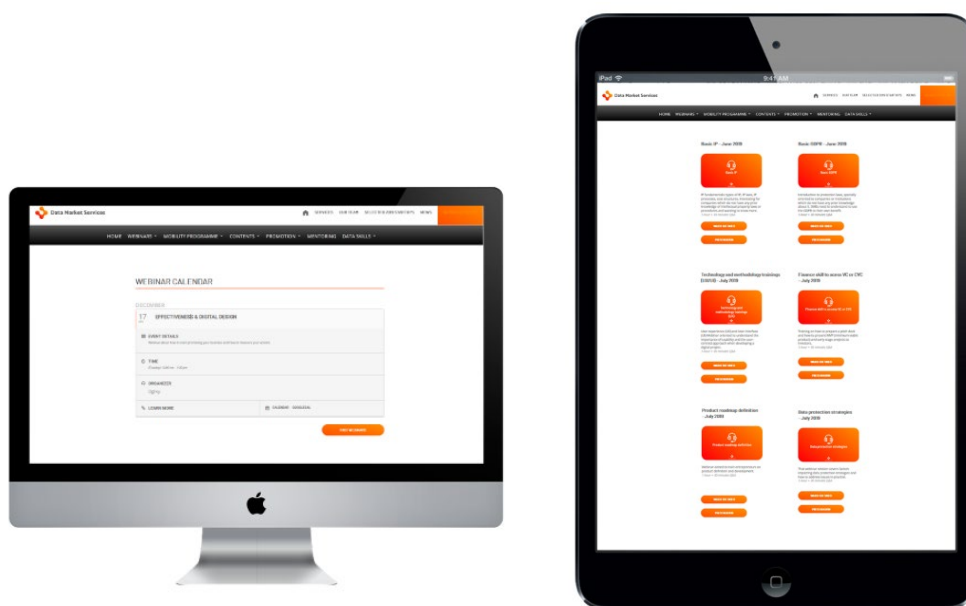


figure 31. Webinar area

▪ Mobility Program

This service aims to facilitate the mobility of early stage startups across different hubs in Europe. The program offers free office spaces, connections and participation in acceleration programmes from 4 different ecosystems (Portugal, The Netherlands, Germany and Romania).

Each Accelerator partner has their own specific page on the services portal, where the startups interested could find information about the accelerator, its services, how to apply and an overview about the entrepreneurial ecosystem on the country where the program is located.

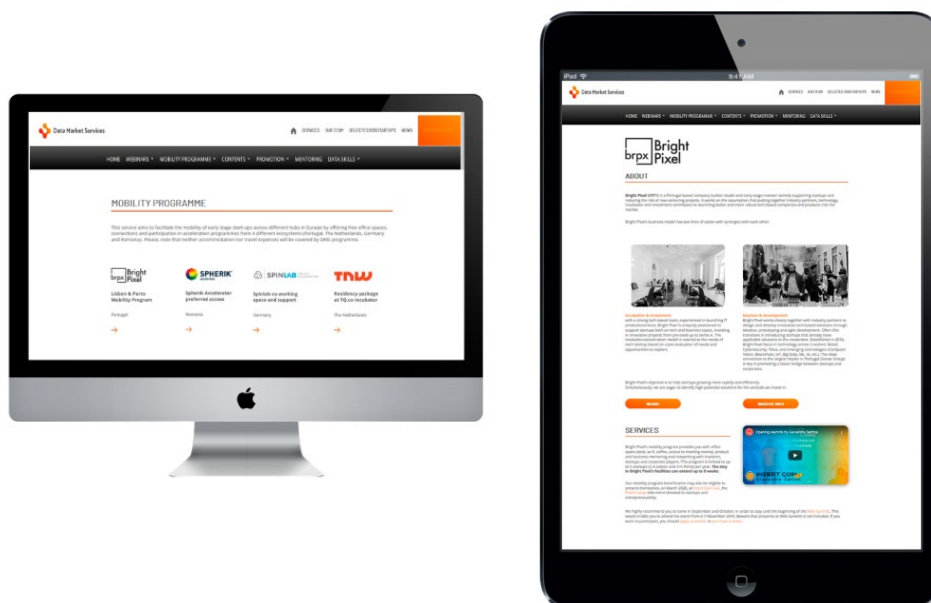


figure 32. Mobility Program area

■ Contents

On this page the startups can access to different type of material:

- Visual Guide of the project, facilitating a quick access to the logo versions of the project.
- Newsletter. Each 15 days a newsletter is sent to the startups to let them know the latest updates. All these newsletters are uploaded in .pdf format after shipment.
- Venture Capital Pitch Guide. An online guide created by BrightPixel to help the startups improve their presentation to investors.
- The Basic Agile of Startup. An online guide created by SpinLab to learn how to find the value of the startup solution, the customer to shell and how to improve their internal strategy.
- The basics of Marketing. An online guide created by Ogilvy with tips to develop a marketing strategy by their own.

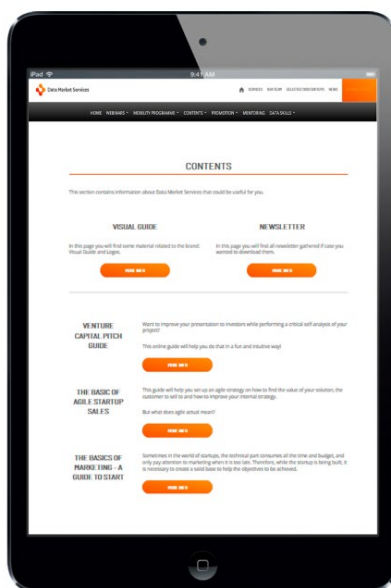


figure 33. Contents area

- **Promotion**, the place to know about the next European events where Data Market Services will attend. Besides of the opportunity for the startups to attend with the project.

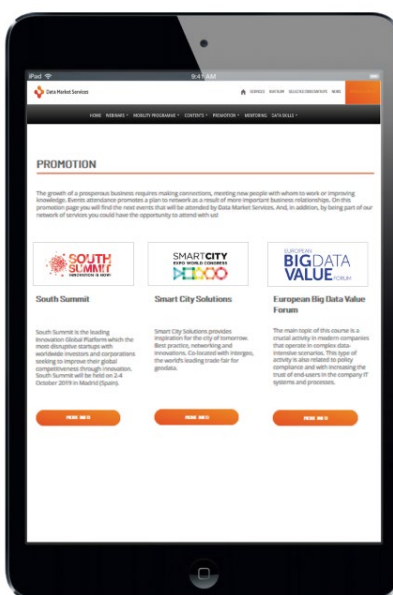


figure 34. Promotion page

- **Mentorship**, project partners have selected high-level professionals to provide one-to-one mentoring. The aim of these services is to help startups to improve their company business.

This page is composed by the list on mentors selected, showing their expertise and the services they can offer. Startups can ask for the mentoring directly through this page with their selected mentor.

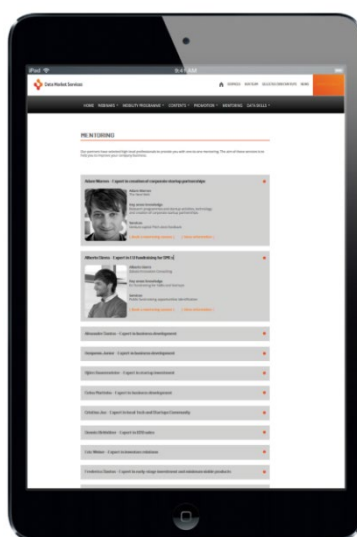


figure 35. Mentorship page

- **Data Skills**, the University of Southampton brings three courses to help the startups to boost the technical skills and knowledge for data science, artificial intelligence and policy compliance.

The page is distributed in three-columns layout, with three thumbnails linked to a specific page for each course.

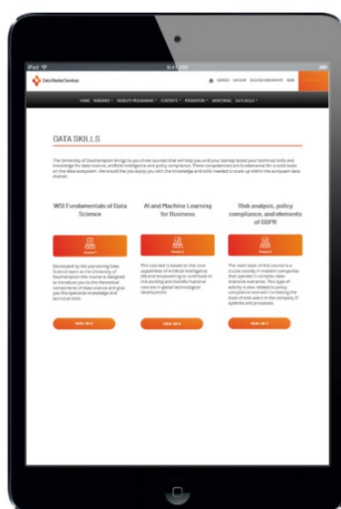


figure 36. Data skills page

■ SERVICES PORTAL EVOLUTION

Related to the Services Portal, the pages most visited are Webinars and Past Webinars, followed by Contents

Services Portal						
	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit
Webinar	576	365	0:02:44	75	38,67%	29,17%
Past Webinars	343	211	0:02:40	60	53,33%	28,86%
Mobility Program	268	153	0:01:55	21	33,33%	16,42%
Contents	295	170	0:01:16	33	15,15%	9,15%
Promotion	146	77	0:01:36	12	33,33%	10,27%
Mentoring	122	93	0:02:04	37	56,76%	46,72%
Data Skills	136	58	0:01:10	15	6,67%	7,35%

figure 37. Services Portal. Statistics by page

As we have mentioned before, all the webinars are uploaded on the project YouTube channel. The three most visited videos have been:

1. Technology and methodology trainings (UX/UI)
2. Basic IP
3. Product Roadmap Definition

Partner	Topic	Publish Date	Views
JUNE			
Zabala	DMS Welcome Webinar	11/06/2019	33
iPector	Basic IP	19/06/2019	12
ERCIM	Basic GDPR	21/06/2019	7
JULY			
Ogilvy	Technology and methodology trainings (UX/UI)	05/07/2019	15
Spinlab	Finance skill to access VC or CVC	18/07/2019	7
SPHERIK	Product roadmap definiton	24/07/2019	10
ERCIM	Data protection strategies	30/07/2019	1
AUGUST			

TNW	Business model canvas, lean startup & idea validation	01/08/2019	7
iPector	IP Strategies	21/08/2019	0
TNW	How to pitch in front of investors (events view)	26/08/2019	6
SEPTEMBER			
SPINLAB	Online B2B sales package	03/09/2019	7
iPector	IP Strategies	04/09/2019	0
Zabala	EIC Accelerator	12/09/2019	1
Spinlab	Customer discovery	17/09/2019	8
Spherik	Product roadmap definition	24/09/2019	0
Zabala	H2020 and FP9	25/09/2019	0
Bright Pixel	How to pitch in front of investors (MVP approach)	26/09/2019	4
Zabala/TNW	South Summit pitch training	27/09/2019	0
Spherik	Technology and methodology trainings (Design sprints)	30/09/2019	2
OCTOBER			
University Southampton	Risk analysis, policy compliance and elements of GDPR	07/10/2019	2
Spinlab	Finance skills to access VC or CVC	17/10/2019	0
Bright Pixel	Founder story on team management	24/10/2019	1
iPector	IP Management	30/10/2019	0
NOVEMBER			
ZABALA	Alternative EU funding opportunities	12/11/2019	0
iPector	IP Business	13/11/2019	0
iPector	IP Management	20/11/2019	2
Spherik	Product roadmap definition	25/11/2019	0
ERCIM	Basic data standardisation training session	27/11/2019	0
Bright Pixel	Founder story on growth-hacking	27/11/2019	0
Ogilvy	Creativity & online advertising	28/11/2019	0
DECEMBER			
Ogilvy	Effectiveness & Digital Design	17/12/2019	1

Figure 38. Webinar views by partner

▪ SOCIAL MEDIA

Social Media allows to increase visibility and create brand awareness but not only that. It is ideal to build a solid brand community.

Everything is connected through Social Media. The traffic to the website increases thanks to the social posts.

The creation of a “DMS community” has increased the visibility and impact of the results attained in the project. This subtask includes the creation of Social Media profiles on Twitter, Facebook and Instagram to boost the creation and interaction of the “DMS community”. It allows to increase the visibility of the project, the results and attracting the interest of stakeholders and the general public and test them. Social Media profiles are additionally a useful tool to achieve more visits to the website.

▪ TWITTER

Twitter is the most important social profile for DMS project. It allows to stay tuned directly with the whole ecosystem and data community.

Currently, Data Market Services has **209 followers** and increasing.

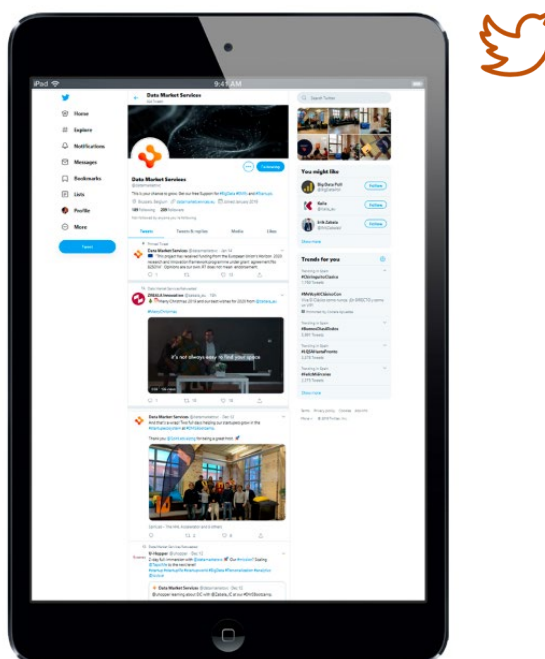


figure 39. Twitter Profile

Data Market Services uses Twitter to talk about:

DATA MARKET	What we do, services offered to Startups about acceleration, support, communication, investment, legal, technical and data advice. Mentors (ask me anything)
OPEN CALL	Pushing for the annual open call
EVENTS	Coverage of all interesting events: Bootcamp, our own events, with partners assistance, with startups assistance, interesting ferias.
SOTW	Interviews and visibility for selected DMS startups: History, foundation, CEO, Team, ask me anything...
KNOWLEDGE	Interesting webinars, information, concepts, snippets...
SUCCESS STORIES	DMS startups evolution
EU PROJECTS	Information created by other EU Project to give them visibility and also interesting for our target

Figure 40. Data Market territories in TW

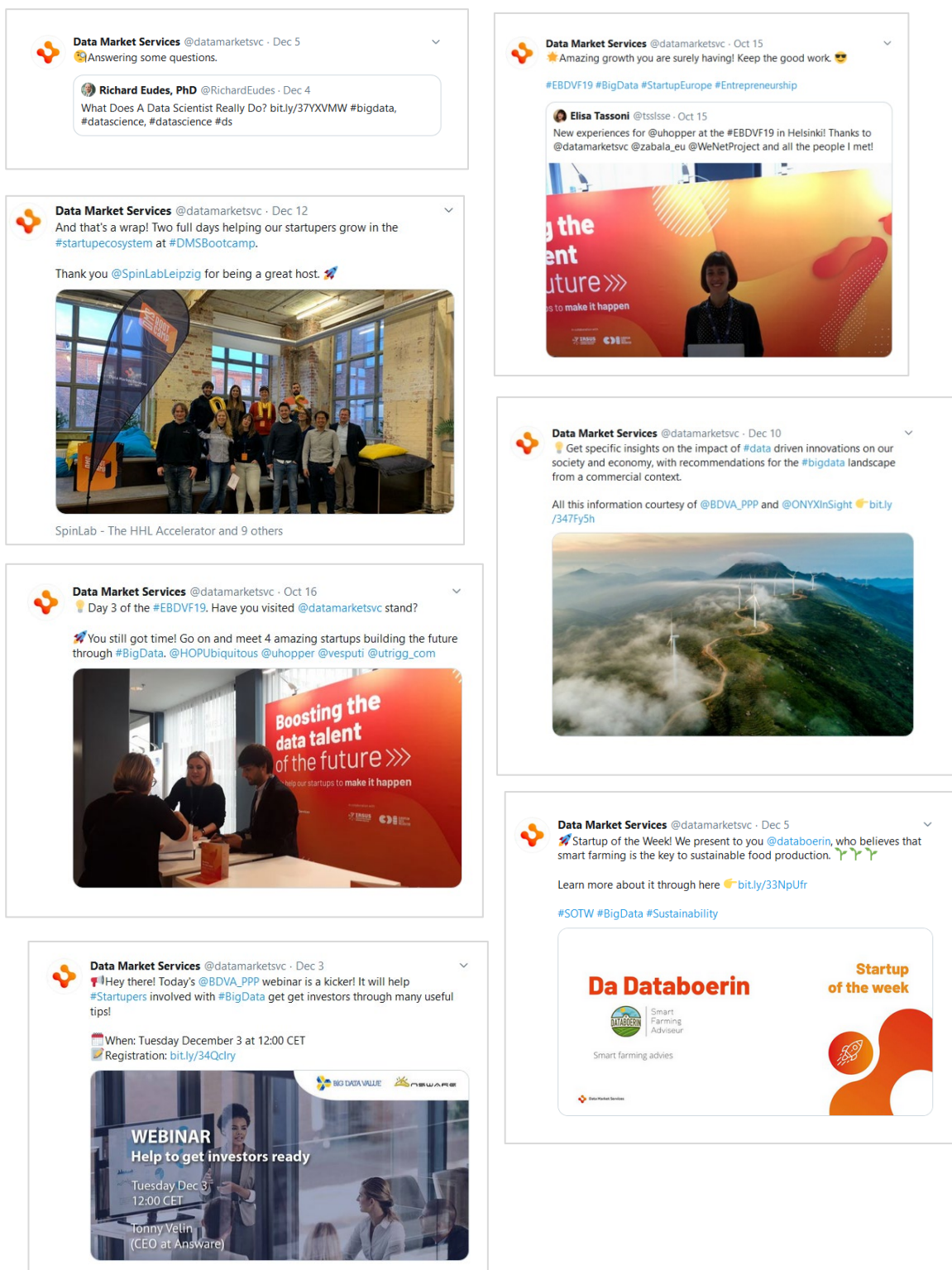


Figure 41. Examples of tweets during this period

During this period this is was the activity in twitter:

TWEETS	LIKES	RT	COMMENTS	MENTIONS	IMPRESSIONS	ENGAGEMENT RATE
327	346	218	8	69	745,1K	0,077%

Figure 42. Twitter activity during this period

The audience on Twitter is mostly male. Our followers mainly come from Spain and are interested in science and tech news. For next year we will try to increase our woman community to empower DMS startups.

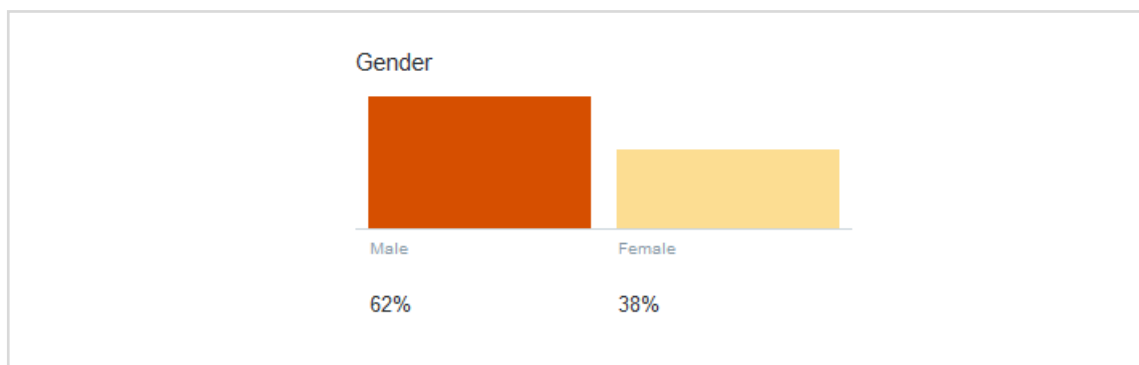


figure 43. Twitter audience by gender

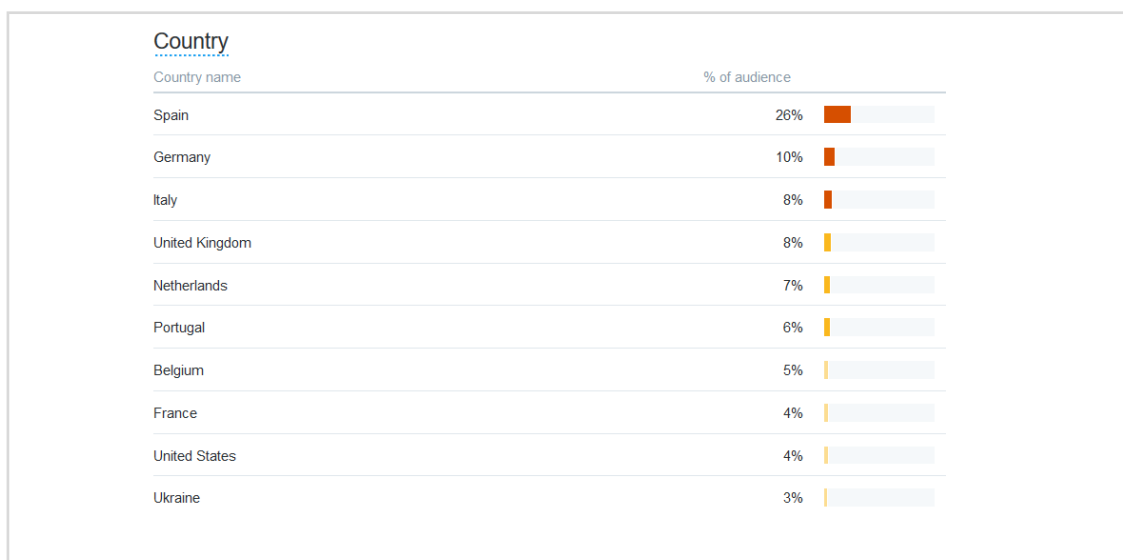


figure 44. Twitter audience by country

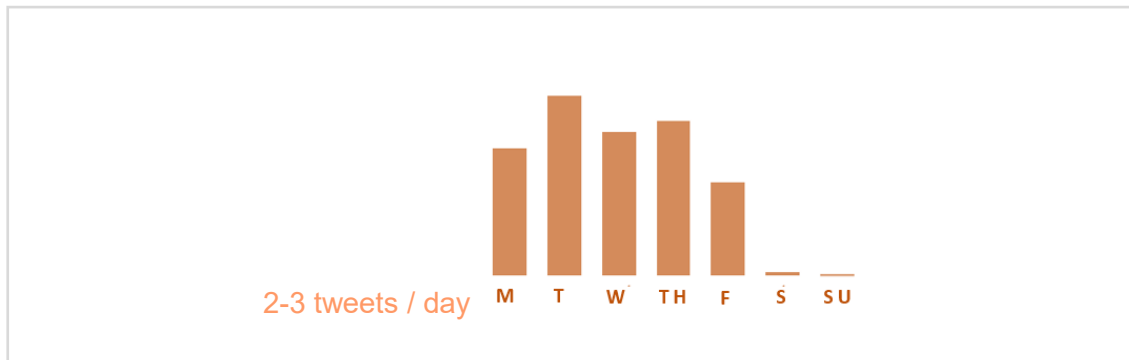


figure 45. Twitter publish frequency

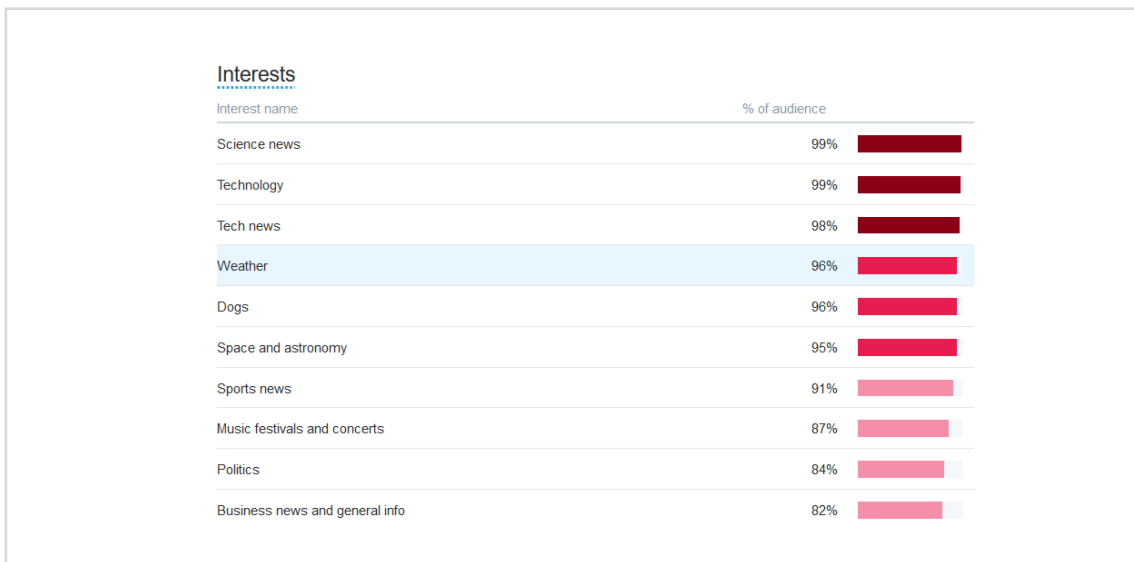


figure 46. Twitter audience interests

Evolution during this year:

What	M1 - (Jan 2019)	M2 - (Feb 2019)	M3 - (Mar 2019)	M4 - (Apr 2019)	M5 - (May 2019)	M6 - (Jun 2019)
Twitter Followers	34	21	25	17	18	20
Twitter Likes	38	47	44	13	201	25
Twitter Replies		-	-		1	2
Twitter Impressions	12.8K	36.7K	170K	66.4k	173k	59.2k
Twitter Shares	18	17	2	6	45	4
Twitter Posts	4	15	11	3	41	5

Twitter Mentions	-	-	-	-	-	-
------------------	---	---	---	---	---	---

What	M7 - (Jul 2019)	M8 - (Ago 2019)	M9 - (Sep 2019)	M10 - (Oct 2019)	M11 - (Nov 2019)	M12 - (Dic 2019)
Twitter Followers	15	6	2	22	11	5
Twitter Likes	51	20	58	193	28	34
Twitter Replies	-	-	2	3	-	-
Twitter Impressions	69.2K	46.9K	52	48k	20K	9k
Twitter Shares	23	9	12	68	19	6
Twitter Posts	15	14	20	113	33	29
Twitter Mentions	2	7	11	66	11	9

During January to April Data Market Tweets earned 227.1K impressions and this was the top 5 tweets.

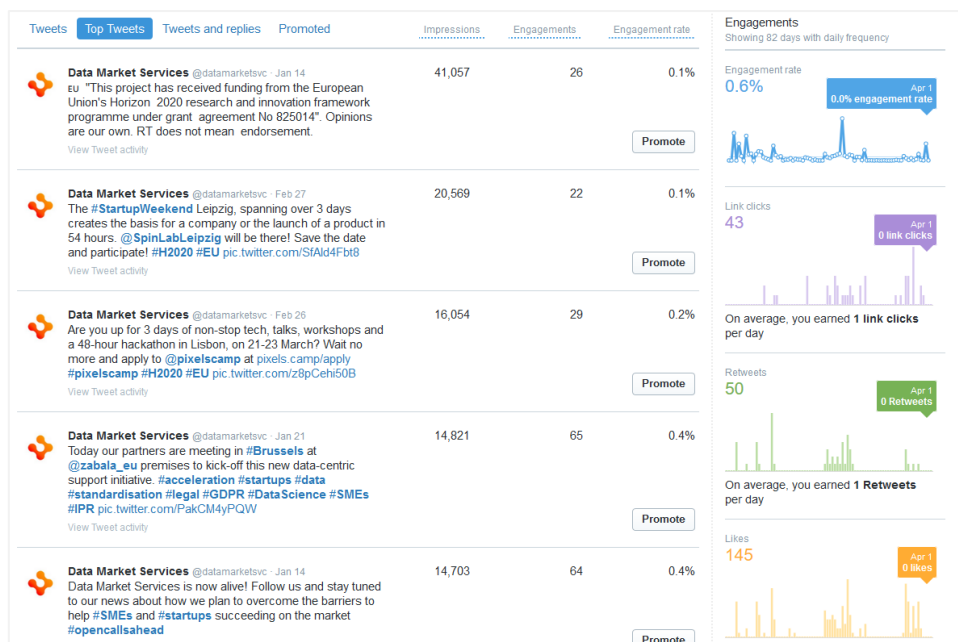


figure 47. Top 5 Tweets between January and April

During April to June Data Market Tweets earned 299.1K impressions and this was the top 5 tweets.

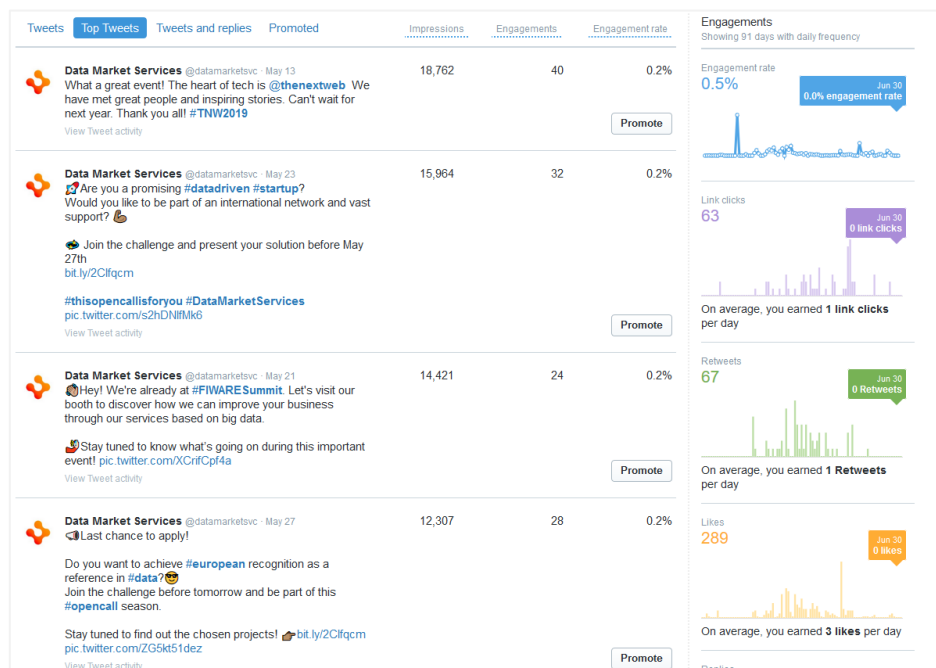


figure 48. Top 5 Tweets between April and June

During July and september Data Market Tweets earned 168.7K impressions and this was the top 5 tweets.

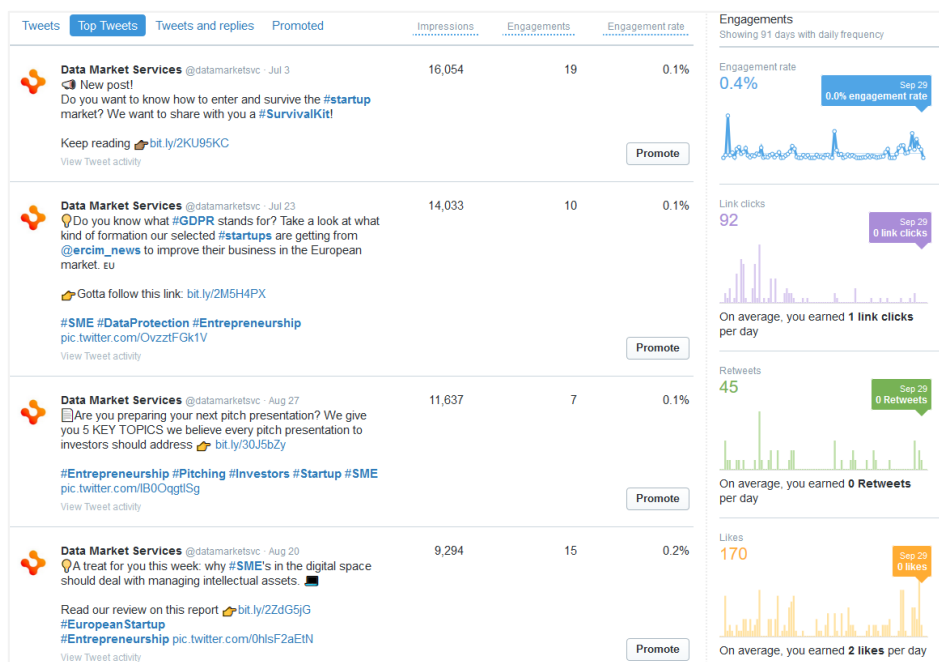


figure 49. Top 5 Tweets between July and September

During October and December Data Market Tweets earned 85.3K impressions and this was the top 5 tweets.

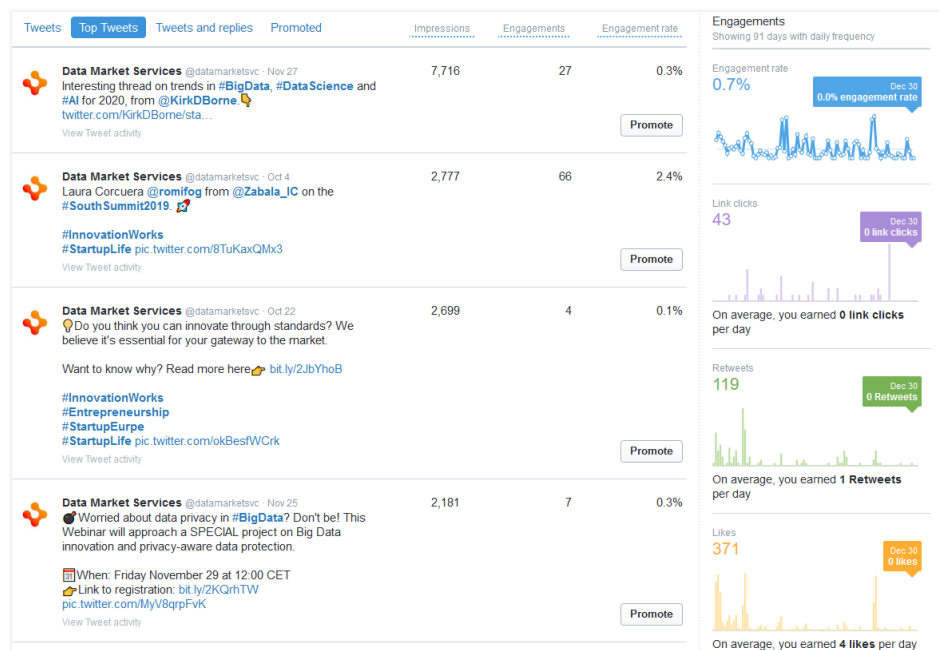


figure 50. Top 5 Tweets between October and December

All the events related to the sector and all the events in which the partners participate have been monitored, with the aim of encouraging interaction, increasing engagement and increasing the community on Twitter.



figure 51. Example of tweet during an event

Data Market Services had generated different campaigns to share on Social Media channels by the rest of the partners:

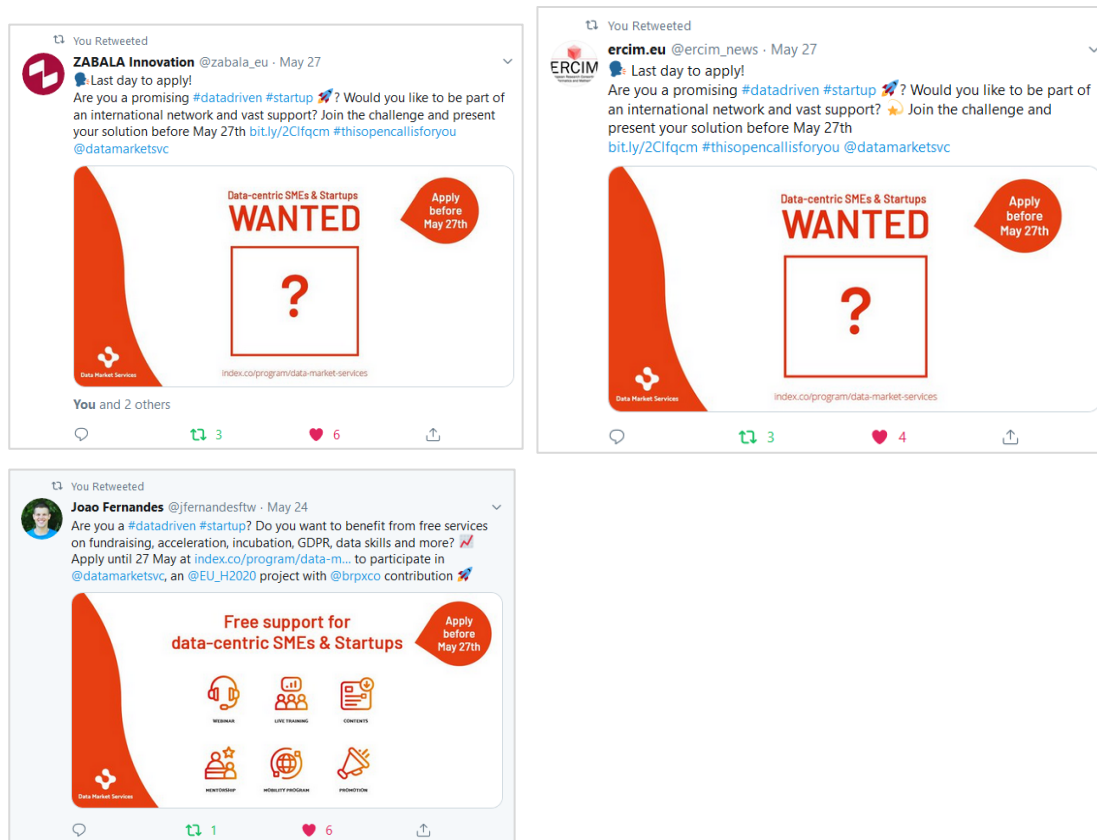


figure 52. Example of materials to promote DMS

Data Market Services also had important presence in key events of the sector like EBDVF, South Summit, Pixels Camp...which was covered and also promoted in TW.

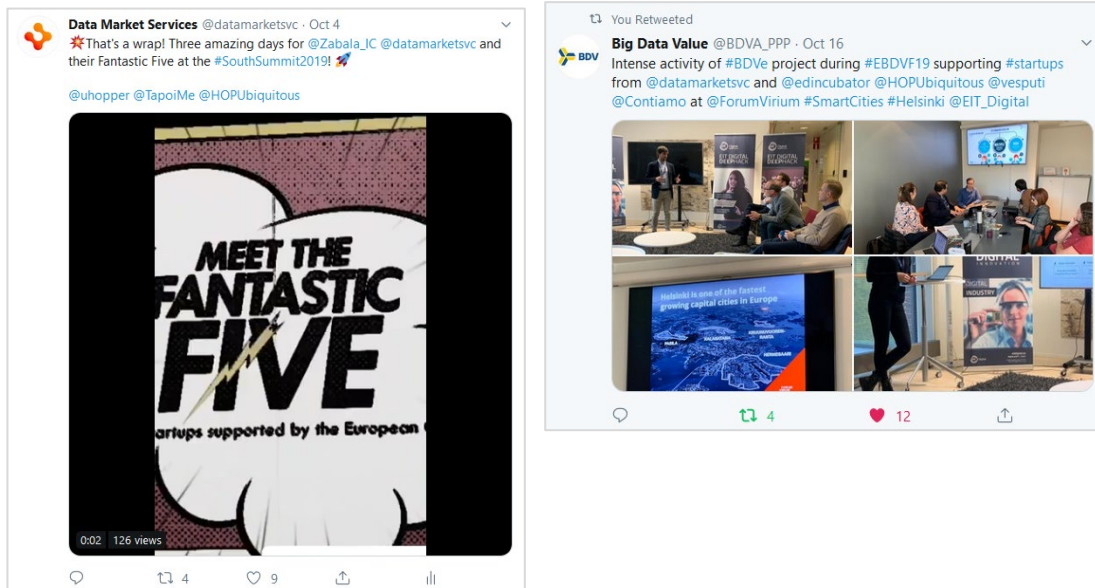


figure 53. DMS presence in Events

During the **South Summit 2019**, DMS experimented a small yet **qualified growth on followers (+14 (7,82%) new followers)**, and a great level of interaction by mentioning shareholder's profile with their content, redirecting the attention to our profile for their followers.

- Making people participant in whatever is happening. Video works great as a format to get more interactions.
- Mentioning the participants to get resonance through their social media profiles. GIFS work great as a format to get more interactions.
- **Top 12 accounts talking about #SouthSummit2019.**
- **Mention by Metricool**, giving Data Market Service more online awareness.

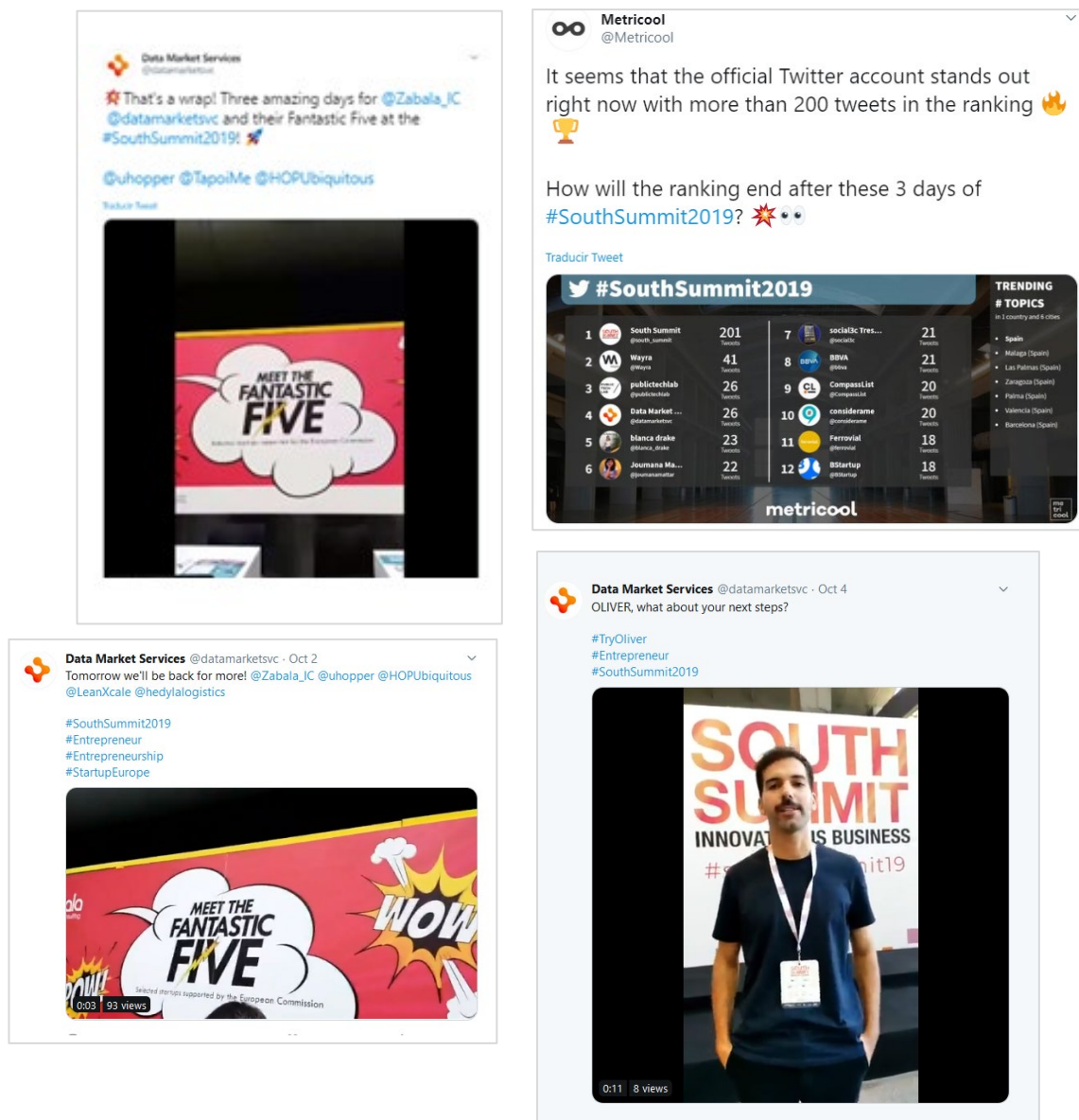


figure 54. Examples of some Tweets during South Summit

So, it's important to identify that events are a good option to give visibility to the project.

Creating community. With the aim to increase the interaction in our community of social media GIFs and images has been published in Data Market Services profiles. Additionally, have been shared with partners to publish them in their profiles.

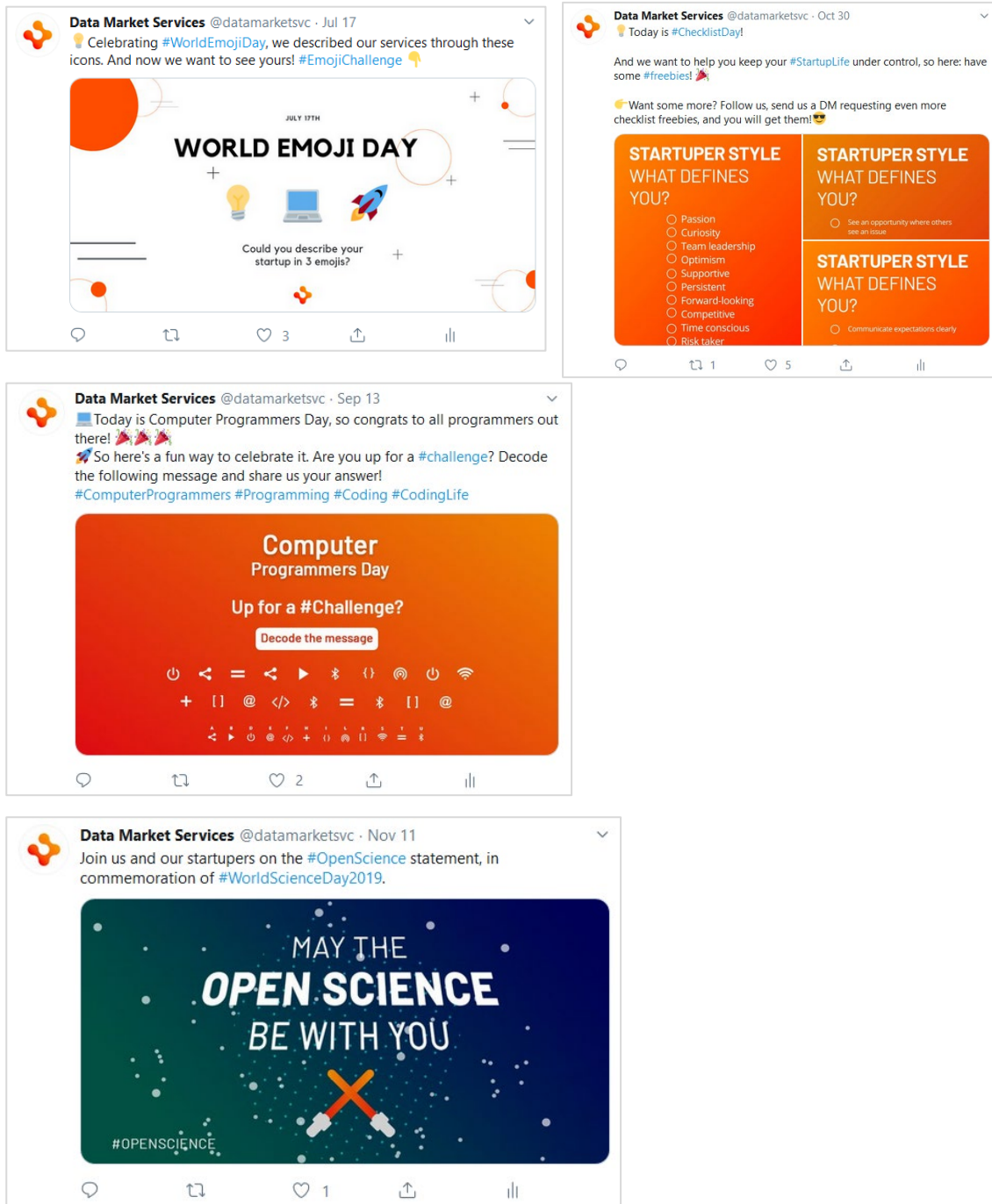


figure 55. Examples of special creatives to create community

■ INSTAGRAM

This SMC is very important for DMS because startups are its main target, and Instagram is a good place to find them.

Currently, Data Market Services has **89 followers** and increasing.

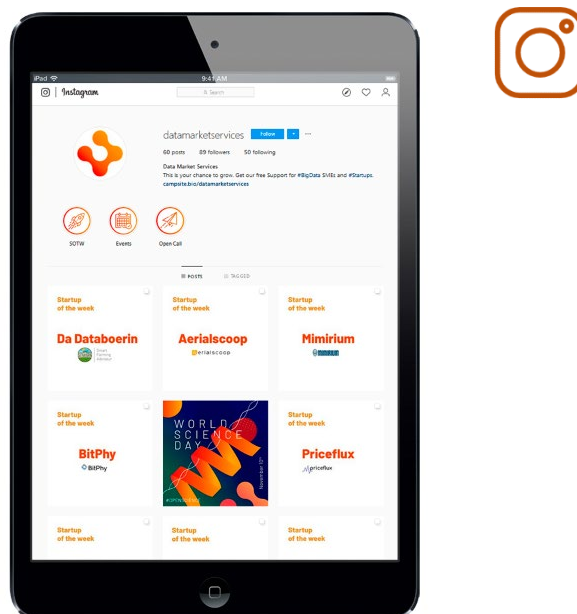


figure 56. Instagram DMS profile

Data Market Services uses Instagram to talk about:

OPEN CALL	Pushing for the annual open call
EVENTS	Coverage of all interesting events: Bootcamp, Our own events, with partners assistance, with startups assistance, interesting ferias.
SOTW	Interviews and visibility for selected DMS startups: History, foundation, CEO, Team, ask me anything, pitch...

Data Market try to screw all the formats allowed in Instagram trying to be as much as relevant as possible: IG Stories, Videos, Live events, photos, stickers....

All the events related to the sector and all the events in which the partners participate have been monitored, with the aim of encouraging interaction, increasing engagement and increasing the community on Twitter.

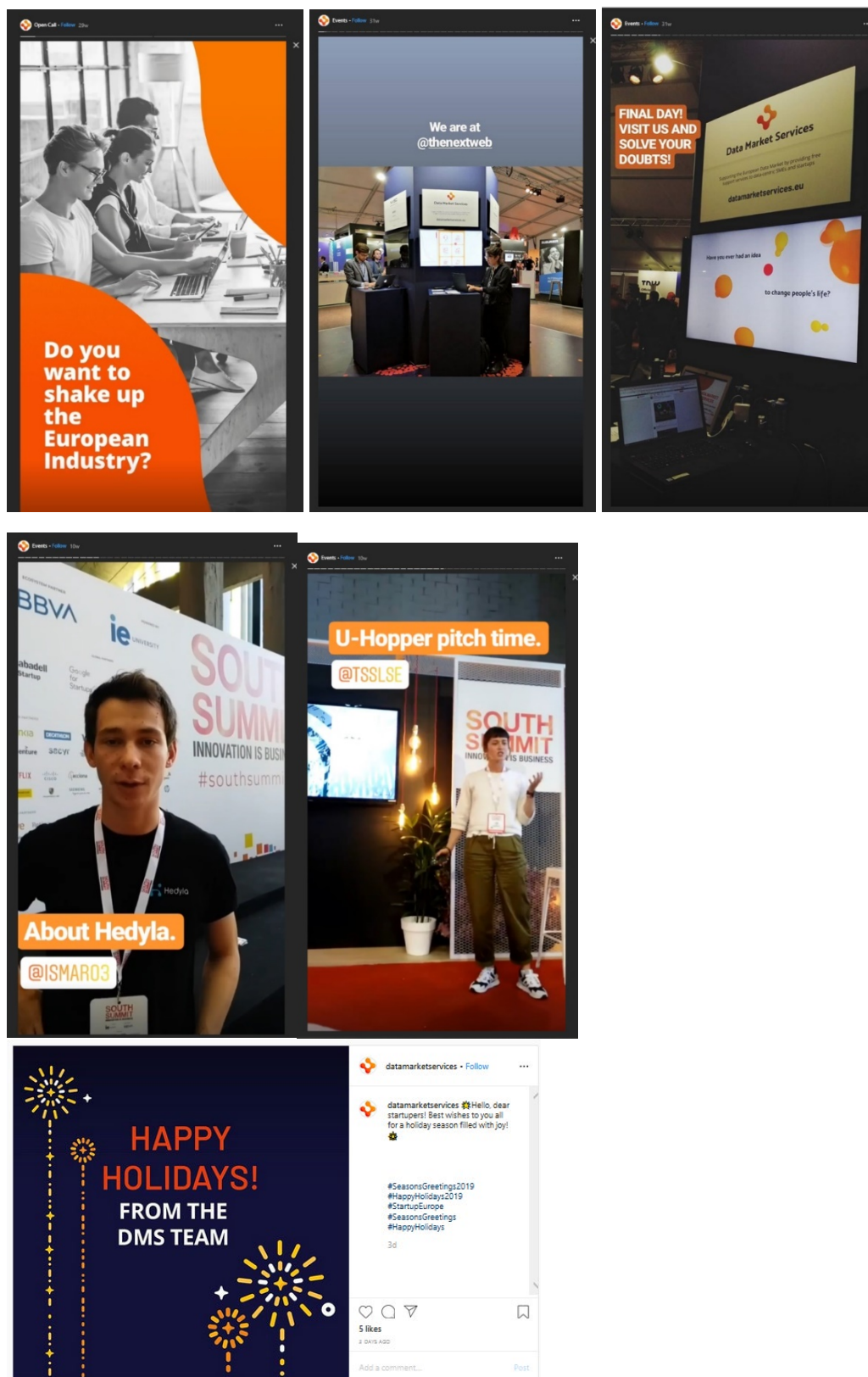


figure 57. Examples of some special formats in IG

POSTS	LIKES	COMMENTS	SAVED	SHARE	REACH	ENGAGEMENT RATE
60	229	19	6	10	1,632	16%

figure 58. IG main statistics

STORIES	REACTIONS	REACH
79	22	11,282

figure 59. IG Stories main statistics



figure 60. IG posting frequency

All the events related to the sector and all the events in which the partners participate have been monitored, with the aim of encouraging interaction, increasing engagement and increasing the community on Instagram.

Specially during the **South Summit 2019**, DMS experimented a small yet **qualified growth on followers (+6 (8,10%) new followers)**

- Making spontaneous and eye-catching posts and add mentions and hashtags to gain interaction with users who are talking/posting about the same thing.
- Retransmission of the most relevant events add mentions and hashtags to gain interaction with users who are talking/posting about the same thing.

STORIES	REACTIONS	MENTIONS	REACH	IMPRESSIONS
104	11	2	4,247	5,936

figure 61. IG Stories during South Summit



figure 62. Examples of Stories during South Summit

What	M1 - (Jan 2019)	M2 - (Feb 2019)	M3 - (Mar 2019)	M4 - (Apr 2019)	M5 - (May 2019)	M6 - (Jun 2019)
Instagram Followers	-	-	-	-	-	56
Instagram # Posts	-	33	-	-	-	4
Instagram Comments	-	1	-	-	-	-
Instagram Likes	-	112	-	-	-	8
Instagram Stories views	-	-	22	-	204	-
Instagram Reach	-	-	-	-	-	-

What	M7 - (Jul 2019)	M8 - (Ago 2019)	M9 - (Sep 2019)	M10 - (Oct 2019)	M11 - (Nov 2019)	M12 - (Dic 2019)
Instagram Followers	3	4	-	10	4	2
Instagram # Posts	7	5	5	4	5	2
Instagram Comments	3	-	2	2	2	1
Instagram Likes	36	21	22	7	21	8
Instagram Stories views	65	110	119	7.727	118	632
Instagram Reach	340	239	121	220	400	250

figure 63. Growth of IG community and main statistics

■ FACEBOOK

Facebook profile was created to reach especially eastern Europe. And DMS wants to reach the greater number of startups from different countries. This account shares similar information to the one posted on Twitter.

Currently, Data Market Services has **51 followers** and increasing. For next year we will try to increase this community.

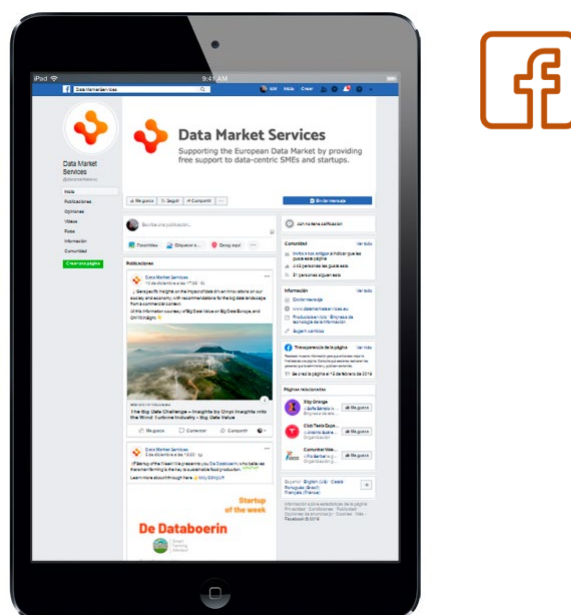


figure 64. Facebook Profile

Data Market Services uses Facebook to talk about:

DATA MARKET	What we do, services offered to Startups about acceleration, support, communication, investment, legal, technical and data advice. Mentors (ask me anything)
OPEN CALL	Pushing for the annual open call
EVENTS	Coverage of all interesting events: Bootcamp, our own events, with partners assistance, with startups assistance, interesting ferias.
SOTW	Interviews and visibility for selected DMS startups: History, foundation, CEO, Team, ask me anything...
KNOWLEDGE	Interesting webinars, information, concepts, snippets...

SUCCESS STORIES	DMS startups evolution
EU PROJECTS	Information created by other EU Project to give them visibility and also interesting for our target

POSTS	LIKES	SHARES	REACH	ENGAGEMENT RATE
79	63	17	3,436	2,33%

figure 65. Facebook main statistics

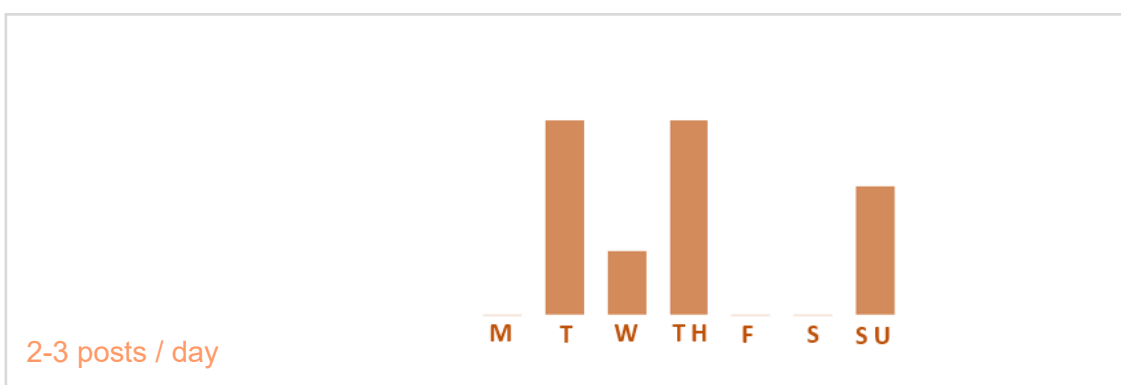


figure 66. FB posting Frequency

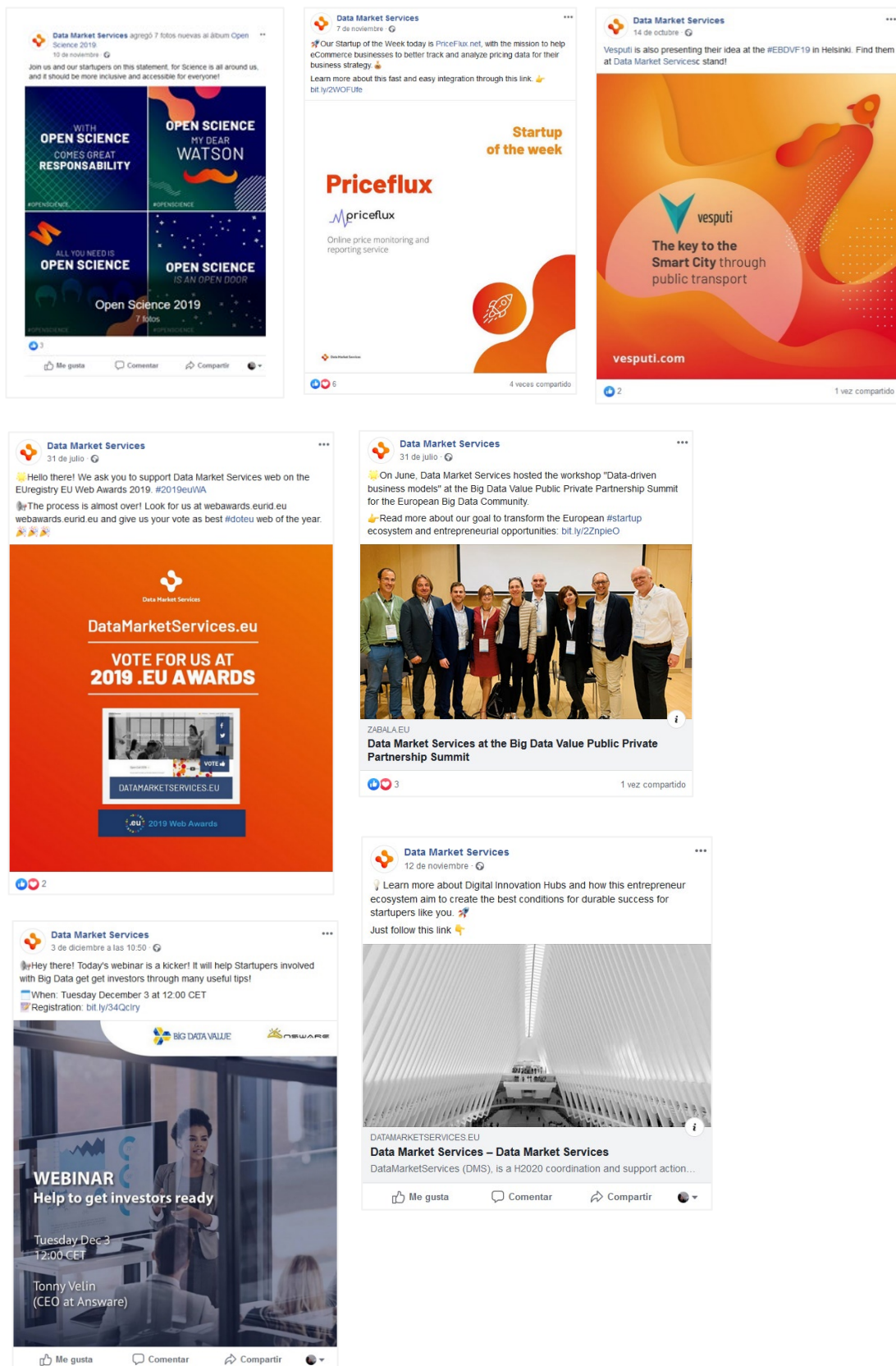


figure 67. Examples of FB posts

The audience on Facebook is mostly male around 25-34 years. Our followers mainly come from Netherlands and Romania. The most interesting content was about hedyla.

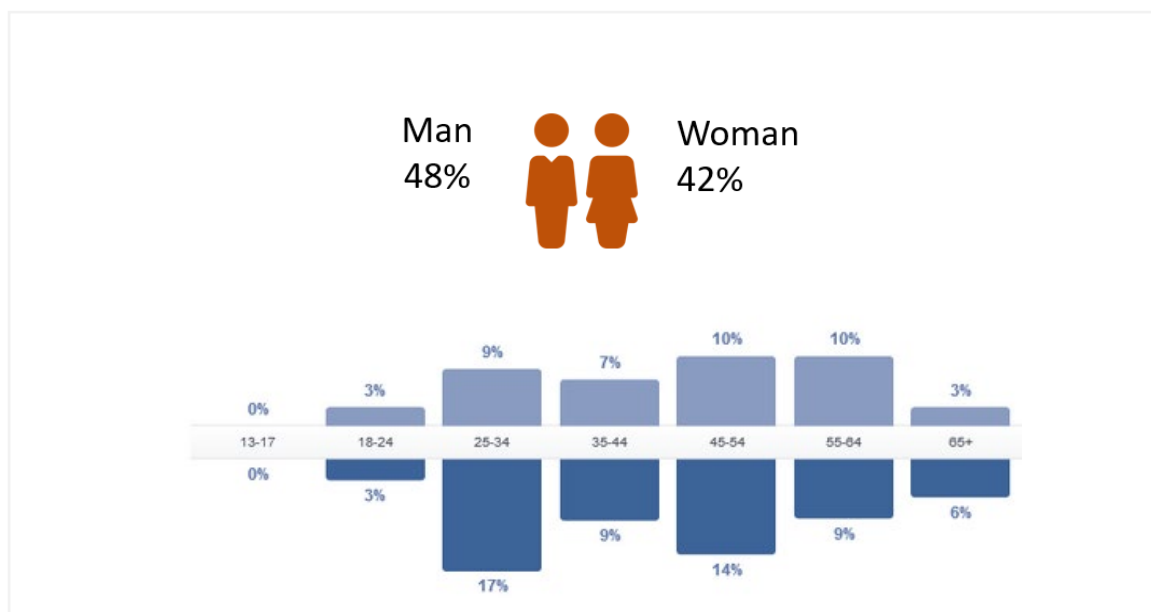


figure 68. Facebook audience by gender and age

Audience per Country	
Netherland	202
Romania	30
Ucrainia	23
Germany	13
Spain	13
Portugal	8
Belgium	3
Italy	3
Letonia	2

figure 69. Audience across Europe

Evolution of FB

What	M1 - (Jan 2019)	M2 - (Feb 2019)	M3 - (Mar 2019)	M4 - (Apr 2019)	M5 - (May 2019)	M6 - (Jun 2019)
Facebook Followers	-	-	-	-	-	-
Facebook # Posts	-	20	1	-	6	1
Facebook Likes	-	4	4	1	3	3
Facebook Shares	-	2	-	-	1	1
Facebook Reach	-	325	34	-	171	456

What	M7 - (Jul 2019)	M8 - (Ago 2019)	M9 - (Sep 2019)	M10 - (Oct 2019)	M11 - (Nov 2019)	M12 - (Dic 2019)
Facebook Followers	4	1	3	3	41	45
Facebook # Posts	15	9	8	15	12	5
Facebook Likes	6	4	15	23	14	2
Facebook Shares	3	1	2	7	4	-
Facebook Reach	1.147	232	358	699	489	303





















Date	Post	Type	Target	Reach	Interaction
19/12/2019 17:17				11	0 1
10/12/2019 17:35				15	0 0
05/12/2019 13:29				248	8 11
04/12/2019 12:58				17	0 1
03/12/2019 10:59				13	0 0
28/11/2019 18:18				13	1 0
28/11/2019 12:08				14	0 0

figure 70. Most interesting posts

c. INTERNAL COMMUNICATION

Social media is an optimum tool to keep the DMS community informed. Anyway, it is needed a more direct communication to reach 50 startups, focusing to not miss anything. This year there were two different types of internal communication:

i. WITH STARTUPS

■ NEWSLETTER

E-mail newsletters are sent each 15 days, only for the selected startup, to help them to stay tuned on the project activities: webinars, events, latest news...

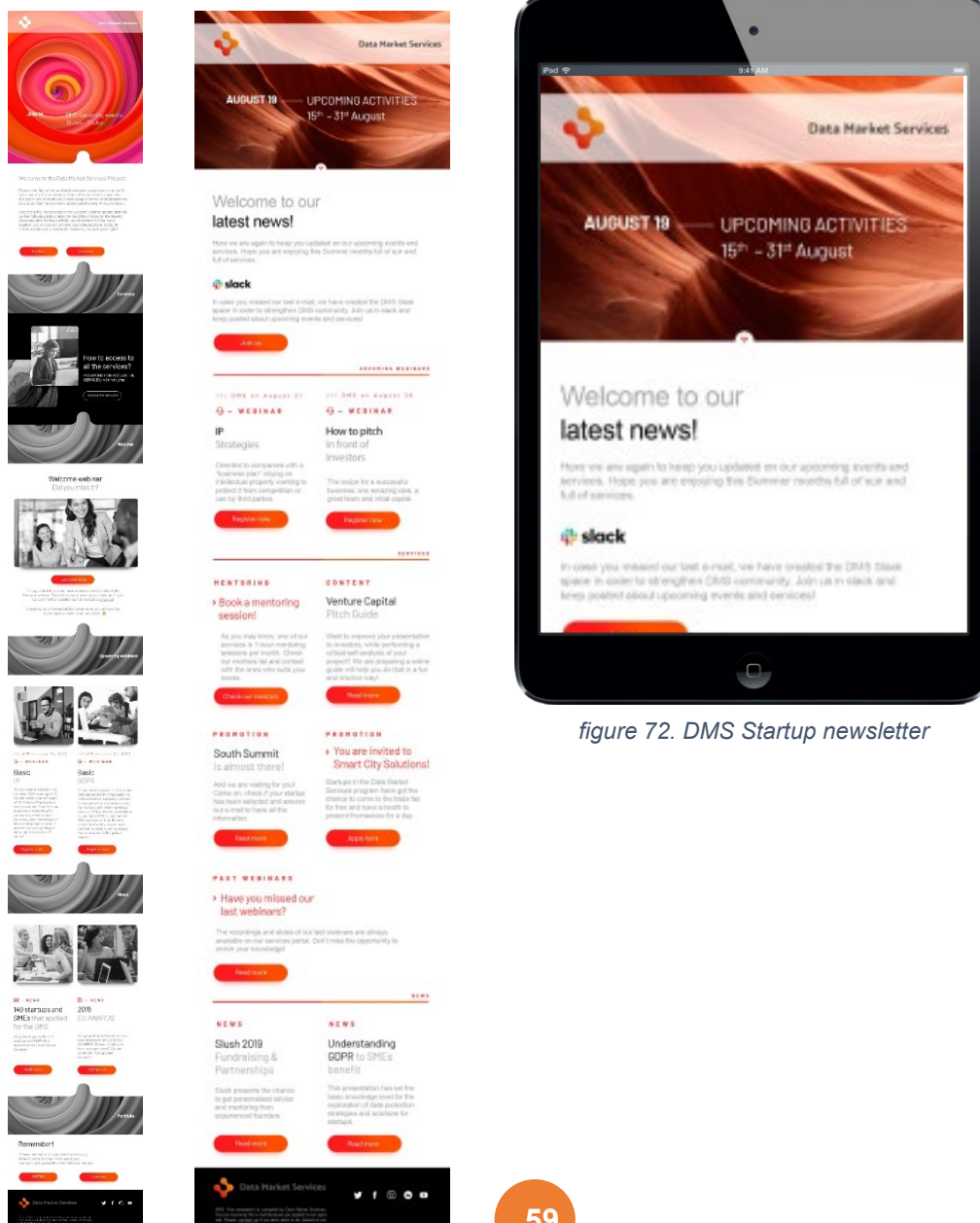


figure 72. DMS Startup newsletter

During the period established between June 15 to December 31, **11 newsletters have been sent.**

The first one was to let the startups know in which category were selected: validating, scaling or establishing. Besides the information of the first services taught.

After that point, the following newsletter sent have been the same for all the startups, keeping the same structure: header, introduction, next webinars, past webinars, promotion, content and news.

These newsletters have an average of 80 – 150 visualizations. The number of views is bigger than the number of e-mails because if a subscriber opens the newsletter several times, it will generate several views. Therefore, it is normal for the number of views to be greater than the number of emails sent.

The platform used to send these e-mails is Mailrelay.

	Sent emails	Impressions	Clicks
1-15 July	62	75	35
15-31 July	62	160	67
1-15 August	61	110	35
15-31 August	61	103	34
1-15 September	59	88	17
15-30 September	59	50	15
1-15 October	59	50	14
15-31 October	59	47	10
1-15 November	59	31	10
15-30 November	59	45	10
1-15 December	59	36	11

figure 73. Newsletter main statistics

▪ LINKEDIN

To establish more closer relationship with startups a LinkedIn private group was created. Currently, the group has **44 members** and **40 post published**.

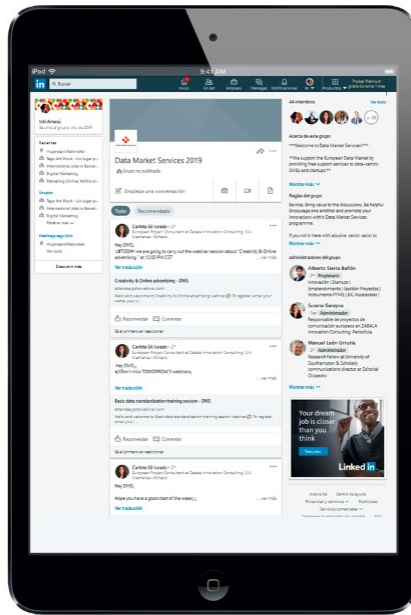


figure 74. Startup LinkedIn group

The 50 startups are not represented on the group but the most yes. For the next open call we will try to enrol all the startups from the very beginning.

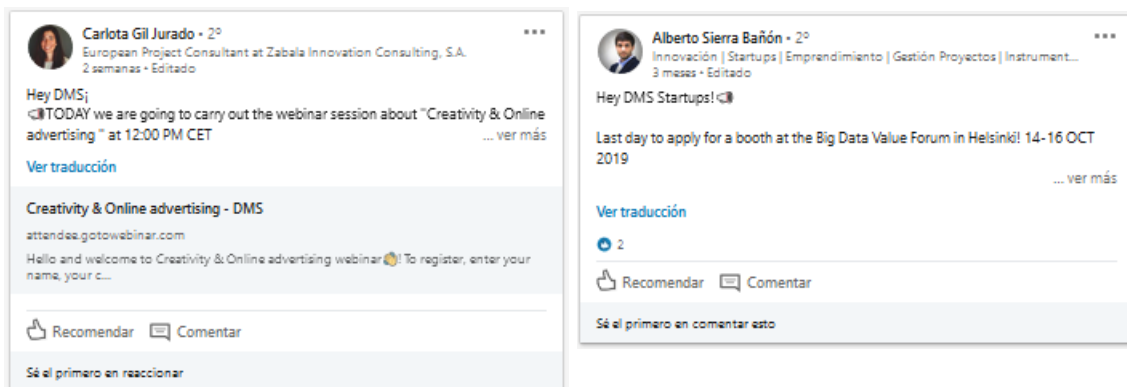


figure 75. Example of post at LinkedIn group

■ SLACK

Slack is essentially a chat room for companies, designed to replace email as the primary method of communication and sharing. Its workspaces allow to organize communications by channels for group discussions and allows for private messages to share information, files, and more all in one place.

This platform is used as another channel to be in touch with the selected Startups. For now 78 users are involved.

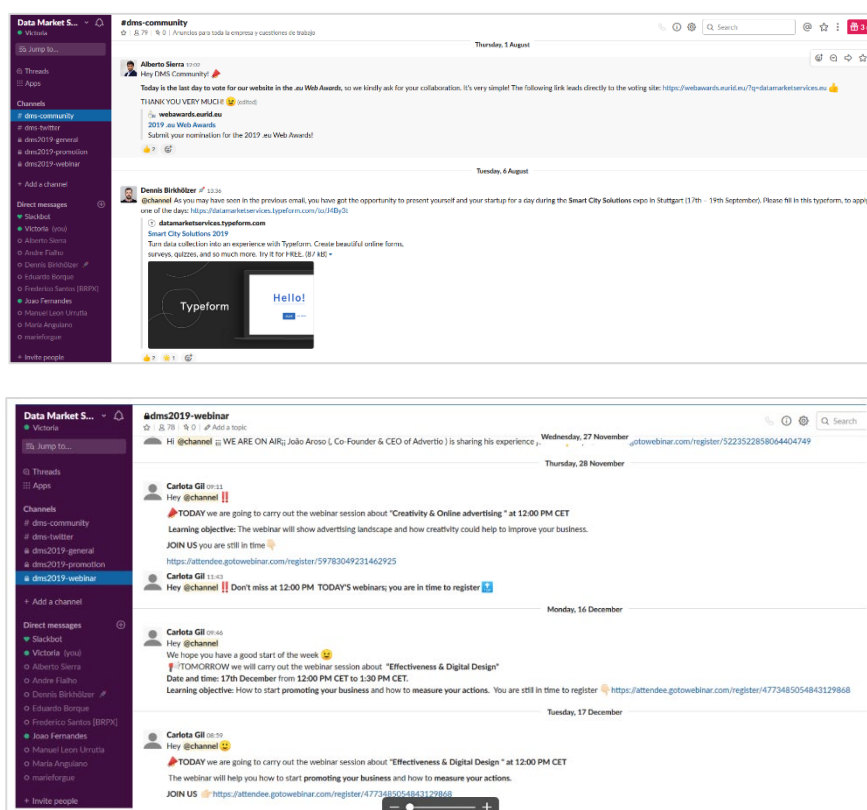


figure 76. Slack with Startups

ii. WITH THE CONSORTIUM

■ SLACK

This platform is especially used to be in touch with the other WPs. Each one has their own channel. WP5 is in charge of inform the other WPs about all the communication activities, remember them when and what report related to their activities, etc.

d. DISSEMINATION MATERIAL

To complement and enhance the communication strategy, WP5 creates several materials to be used in different events and activities. The variety of these materials is wide, and not only digital:

I. OPEN CALL

Pieces for Social Media were created to announce the Open Call on the social media profiles of the project. They were static and animated, and also in video pills.

Besides a motion graphic video that is available on DMS youtube channel, [here](#).



figure 77. Open call kit

II. STARTUP OLÉ

In March DMS Project was in Startup Olé with our partner Zabala. A flyer to promote the project during the event was created and more than 50 were delivered.



figure 78. Materials produced for Startup Olé



figure 79. Materials produced for Startup Olé

iii. PIXELS CAMP

Also in March DMS Project was in Pixels Camp with our partner Bright Pixel presenting the project to the startups involved.

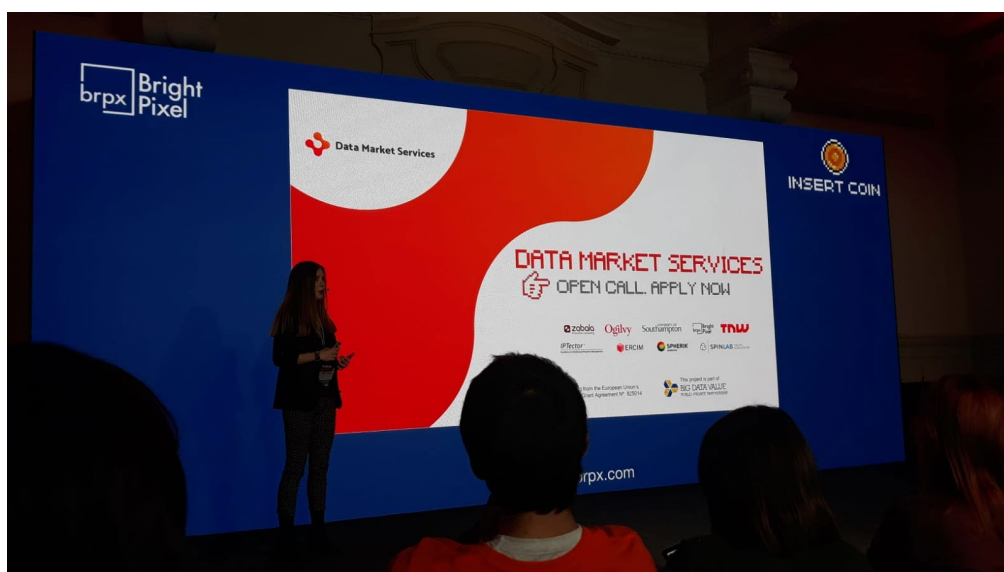


figure 80. Activity During Pixels Camp

iv. TNW

Before and after TNW, the most important event for the project, some pieces were created to: promote our presence in TNW Event, announce the startups invited to come with us and present their work in our booth. Also a booth was created and some merchandising to make awareness about the project.

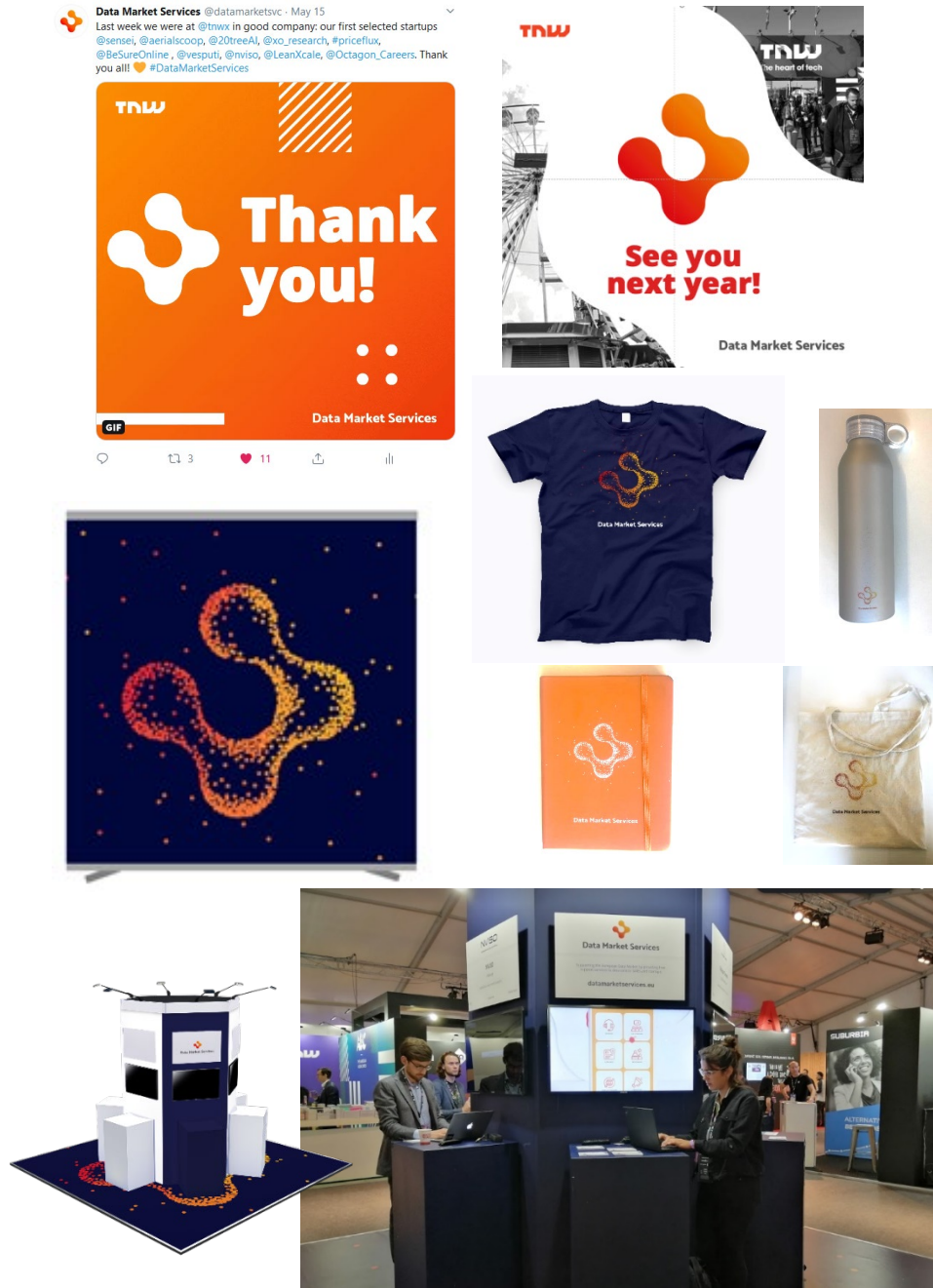


figure 81. Materials produced for TNW

v. EBDVF

During the last edition of EBDVF in Helsinki, DMS was there with four of the startups selected on this Open Call. Our booth gave them the opportunity of taking part on the event and present their projects. Also DMS had the opportunity of stablish relationships with other EU projects in the data ecosystem. All this even was promoted and disseminated via soc

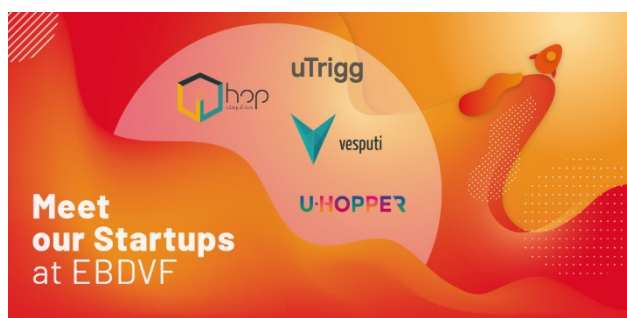
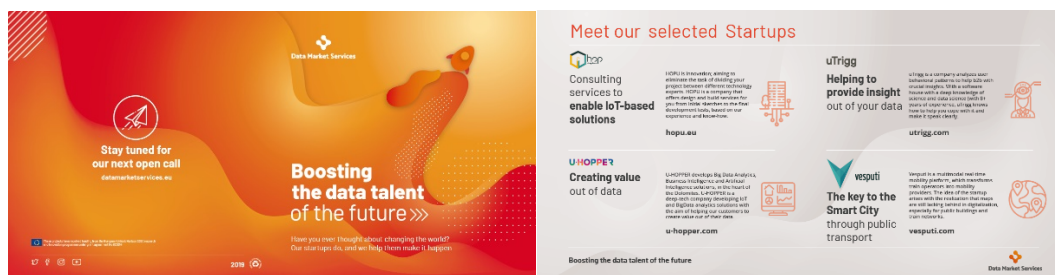


figure 82. Materials produced for the EBDVF

vi. SOUTH SUMMIT

South Summit was the most relevant event for the project this year. We were there with our partner Zabala and other EU projects sharing our booth. Some of our startups had the opportunity of being there promoting their work.

We developed the Booth, and also social media coverage and materials to promote the project and the event.

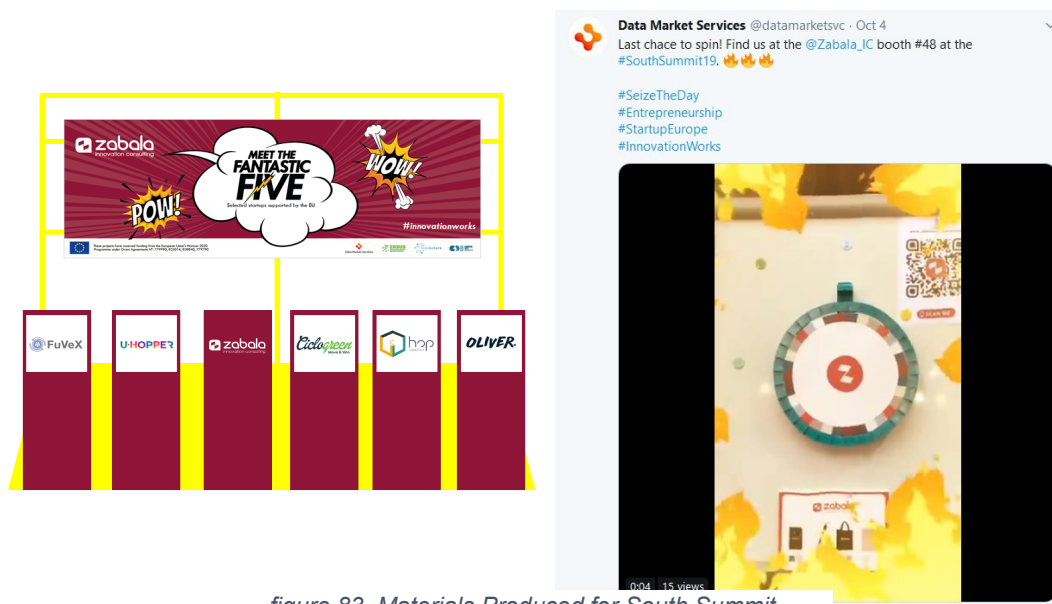


figure 83. Materials Produced for South Summit

vii. DIGITAL DAYS

During the year WP5 have selected some international days related to the digital, startups or data world, such as **Computer Programmers Day**, **Checklist Day**, **Open Science day**... and created special content:

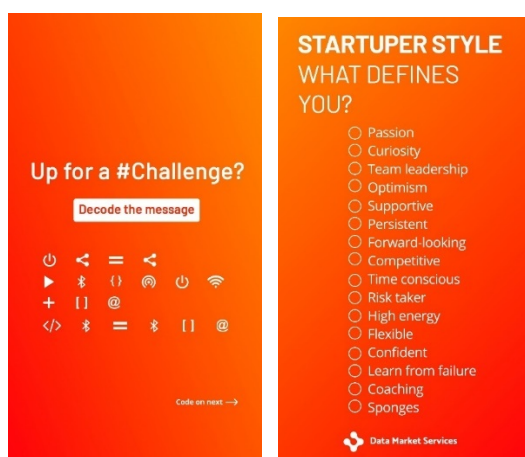




figure 84. Materials Produced for special days

viii. STARTUPS PORTFOLIO

At the end of this year WP5 have compiled all the information that the startups have shared with the projects and layout it in a booklet portfolio. It is created for an online usage for now with the possibility to adapt for printing.

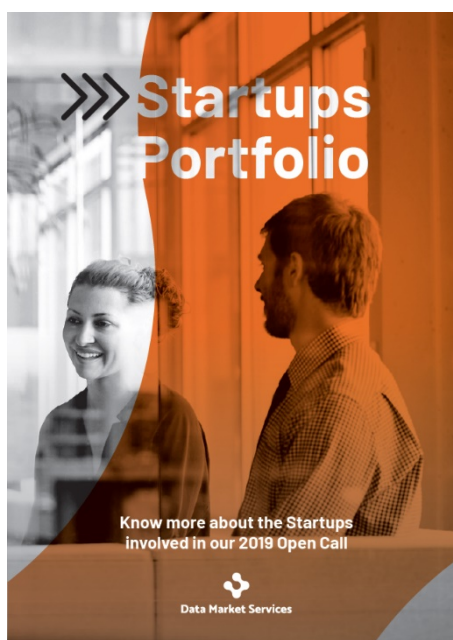


figure 85. Startup booklet

[illegible]

figure 86. Startup booklet

ix. DMS BOOTCAMP

To complete this year we have organized a Bootcamp for 8 selected startups in Spinlab offices in Leipzig. For that matter an additional brand identity was developed and some materiales were printed to dress up the event:

- Flags
- Posters
- Vinyls
- Tote Bags
- Notebooks
- Pens
- Stickers
- ...

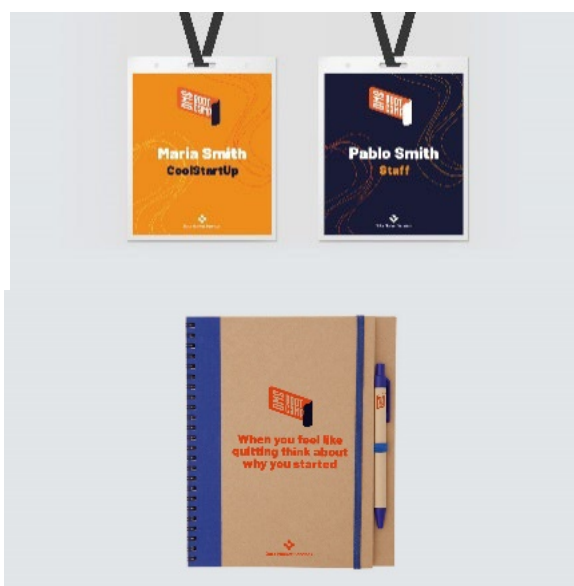


figure 87. Materials produced for DMS Bootcamp

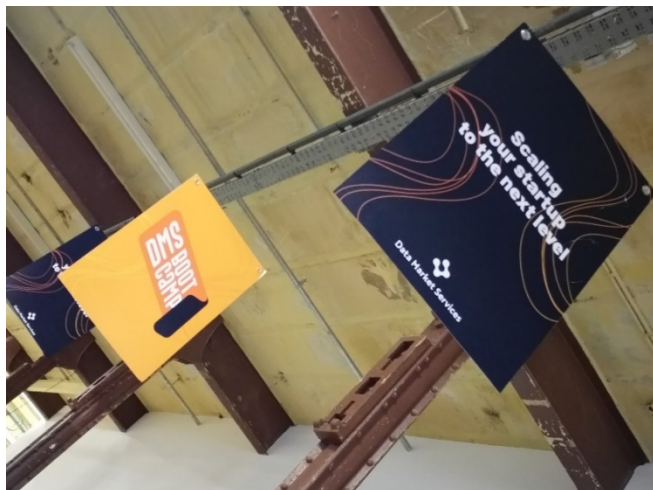
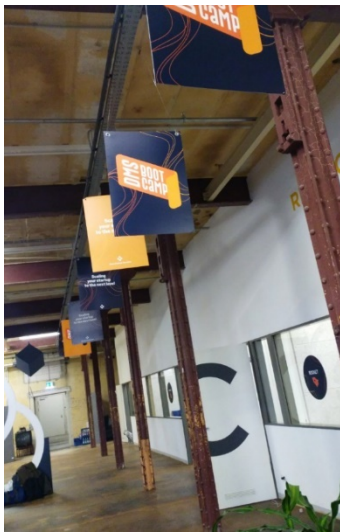


figure 88. Materials produced for DMS Bootcamp

x. VIDEO

As part of the WP5 tasks we have created some videos to support the project and the startups:

- 2019 Open Call - [view](#)
- 2019 project summary (WIP)
- 8 videos about each startup (WIP) – Screenshots below

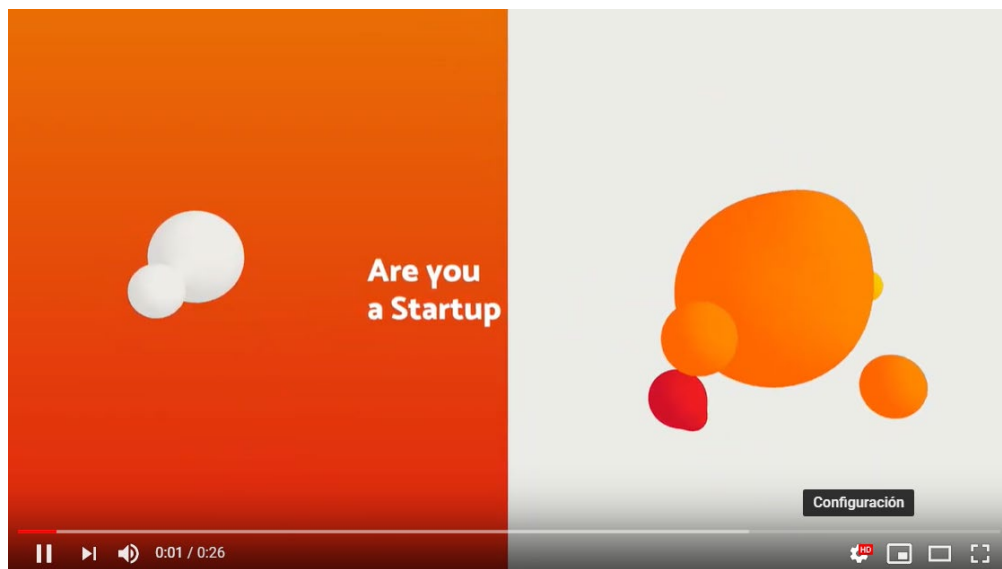


figure 89. Open Call 2019 video



figure 90. Success Stories

e. MEDIA

During this first year not enough efforts had been done in media contacts. Two press kits were sent at the beginning of the year. One of them was published in one of the most important digital newspapers in Spain.

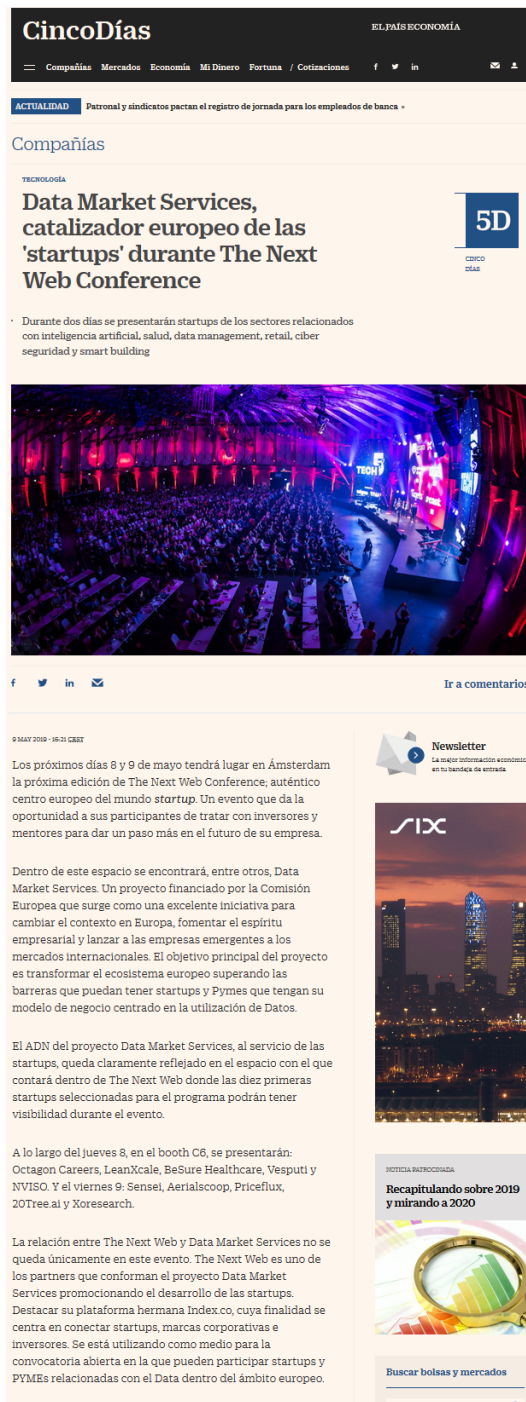


figure 91. Press release published

Additionally, the partners have pushed in their markets to give visibility to the project:

Date	Partner	Where	Country	Main topic	URL
04/02/2019	ZABALA	Cordis Wire	EU	Press release after kick-off	https://cordis.europa.eu/news/rcn/130712_en.html
05/02/2019	TNW	Press Kit	NL	Kick-off	https://eudms.pr.co/
14/02/2019	SPK	Business Review	Romania	Press release after kick-off	http://business-review.eu/business/spherik-accelerator-and-international-partners-launch-first-european-acceleration-programme-for-data-centric-startups-196602
14/02/2019	SPK	Startup Cafe	Romania	Press release after kick-off	https://www.startupcafe.ro/idei-si-antreprenori/accelerator-afaceri-cluj-spherik-startup-date.htm
14/02/2019	SPK	start-up.ro	Romania	Press release after kick-off	https://start-up.ro/romanii-de-la-spherik-lanseaza-un-accelerator-european/
14/02/2019	SPK	Business Cover	Romania	Press release after kick-off	https://www.businesscover.ro/spherik-accelerator-lanseaza-un-program-de-accelerare-european-alaturi-de-parteneri-din-ue/
14/02/2019	SPK	Romania Pozitiva	Romania	Press release after kick-off	http://www.romaniapozitiva.ro/romania-internationala/150-de-startup-uri-europene-vor-fi-accelerate-in-3-cohorte-in-perioada-2019-2021/
14/02/2019	SPK	Europe Breaking News	Romania	Press release after kick-off	https://www.europebreakingnews.net/2019/02/spherik-accelerator-and-international-partners-launch-first-european-acceleration-programme-for-data-centric-startups/
14/02/2019	BRPX	AICEP Portugal Global	Portugal	Press release after kick-off	http://www.portugalglobal.pt/PT/PortugalNews/Paginas/NewDetail.aspx?newId=%7B1DD36CF2-B364-47ED-BE7D-F7B232D97CBD%7D

21/02/2019	SPK	PIN Magazine	Romania	Press release after kick-off	https://www.pinmagazine.ro/event/spherik-accelerator-lanseaza-primul-program-de-accelerare-european/
19/03/2019	SpinLab	Newsletter	Germany	SMART INFRASTRUCTURE HUB News	https://smartinfrastructurehub.com
21/03/2019	SpinLab	Smart Infrastructure Hub Community Party	Germany	SpinLab Accelerator Mentors Day and Smart Infrastructure Hub Networking	https://www.eventbrite.com/e/spinlab-smart-infrastructure-hub-community-party-tickets-54407903504?utm_content=buffer03e3b&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer
01/04/2019	BRPX	Observador	Portugal	1st call for applications	https://observador.pt/2019/04/01/bright-pixel-integra-consorcio-europeu-de-apoio-a-startups-de-dados/
01/04/2019	BRPX	PC Guia	Portugal	1st call for applications	https://www.pcguia.pt/2019/04/bright-pixel-europeu-data-market/
02/04/2019	BRPX	Link to Leaders	Portugal	1st call for applications	http://linktoleaders.com/bright-pixel-integra-consorcio-europeu-apoio-startups-dados/
02/04/2019	BRPX	ECO	Portugal	1st call for applications	https://eco.sapo.pt/2019/04/02/bright-pixel-integra-consorcio-europeu-de-apoio-a-startups-de-dados/
02/04/2019	SOTON	Google Campus London	UK	Press release open call	https://datapitch.eu/news/new-startups-meet-new-challenges-as-data-pitch-launches-its-second-accelerator/
07/04/2019	SPINLAB	StartupWeekend Leipzig	Germany	1st call for applications	https://drive.google.com/file/d/1V5sMtZnXtEdLYHsHrR0v4wdbjfsJiAl1/view?usp=sharing
11/04/2019	SOTON	EASME Brussels	UK	DMS presented in EASME workshop	https://www.digitalsme.eu/skills_publications/

figure 92. Media impacts

24/04/2019	SPK	diez.md	Moldova	Press release open call	http://www.diez.md/2019/04/24/ai-dezvoltat-un-start-afla-cum-poti-participa-la-un-program-de-accelerare-european/
25/04/2019	SPK	start-up.ro	Romania	Press release open call	https://start-up.ro/program-european-de-accelerare-pentru-startupuri-care-lucreaza-cu-date/
25/04/2019	SPINLAB	HHL Accelerate	Germany	1st call for applications	https://accelerateconference.hhl.de/
08/05/2019	Ogilvy	Cinco días	Spain	Data Market Services, catalizador europeo de las 'startups' durante The Next Web Conference	https://cincodias.elpais.com/cincodias/2019/05/07/companias/1557248471_193033.html
17/05/2019	Ogilvy	BDV PPP		Final boarding call for Data Market Services!	http://www.big-data-value.eu/final-boarding-call-for-data-market-services/
22/05/2019	BRPX	Sonae Public Affairs newsletter (BRPX parent company)	Portugal	1st call for applications	https://newsletters.sonae.pt/whats-on/article/whats-sonae-newsletter-may19/sonae-ims-startup-accelerator-joins-consortium-data-market-services?code=NTMhMjM0ODghNmFmYzBIZTNiM2NiZDQ2MmNmMGQ2NjExN2EwMWMxN2Q=
22/05/2019	BRPX	Sonae Public Affairs newsletter (BRPX parent company)	Portugal	DMS startup at TNW Conference	https://newsletters.sonae.pt/whats-on/whats-sonae-newsletter-may19
12/08/2019	SPINLAB	Smart City Solutions Newsletter & Press	Germany	Smart City Solution Startup Session	https://smartcitysolutions.eu/de/geschaeftsmodelle-fuer-staedte-der-zukunft-gesucht

f. DISSEMINATION ACTIONS

Between January 2019 and December 2019 there were several dissemination actions and external actions covered by consortium partners.

Social media and website updates were the most used type of dissemination works, apart from their internal tools.



figure 93. Examples of partner dissemination

Partner dissemination activities:

Partner	Activity	Date of Activity	LINK
ZABALA	Social Media	01/31/2019	View
ZABALA	Social Media	03/25/2019	View
ZABALA	Social Media	03/25/2019	View
ZABALA	Social Media	03/26/2019	View
ZABALA	Social Media	03/26/2019	View
ZABALA	Social Media	03/27/2019	View
ZABALA	Social Media	03/28/2019	View
ZABALA	Social Media	01/04/2019	View
ZABALA	Social Media	07/05/2019	View
ZABALA	Social Media	05/09/2019	View
ZABALA	Social Media	05/10/2019	View
ZABALA	Social Media	05/20/2019	View
ZABALA	Social Media	05/22/2019	View
ZABALA	Social Media	05/27/2019	View
ZABALA	Social Media	10/14/2019	View

ZABALA	Social Media	10/18/2019	View
ZABALA	Social Media	23/01/2019	View
ZABALA	Social Media	28/01/2019	View
ZABALA	Social Media	29/01/2019	View
ZABALA	Social Media	02/05/2019	View
ZABALA	Social Media	02/11/2019	View
ZABALA	Social Media	03/20/2019	View
ZABALA	Social Media	29/01/2019	View
ZABALA	Social Media	03/25/2019	View
ZABALA	Social Media	03/25/2019	View
ZABALA	Social Media	03/26/2019	View
ZABALA	Social Media	03/26/2019	View
ZABALA	Social Media	03/27/2019	View
ZABALA	Social Media	03/28/2019	View
ZABALA	Social Media	24/04/2019	View
ZABALA	Social Media	05/02/2019	View
ZABALA	Social Media	05/08/2019	View
ZABALA	Social Media	05/09/2019	View
ZABALA	Social Media	05/10/2019	View
ZABALA	Social Media	05/15/2019	View
ZABALA	Social Media	05/15/2019	View
ZABALA	Social Media	05/20/2019	View
ZABALA	Social Media	06/14/2019	View
ZABALA	Social Media	09/26/2019	View
ZABALA	Social Media	10/14/2019	View
ZABALA	Social Media	10/14/2019	View
ZABALA	Social Media	10/15/2019	View
ZABALA	Social Media	10/15/2019	View
ZABALA	Social Media	10/18/2019	View
ZABALA	Social Media	10/24/2019	View
ZABALA	Social Media	10/28/2019	View
ZABALA	Website	19/03/2019	View
ZABALA	Website	18/02/2019	View
ZABALA	Website	24/04/2019	View
ZABALA	Website	25/01/2019	View
ZABALA	Website	14/05/2019	View
ZABALA	Website	2019-05-08	View
ZABALA	Website	26/03/2019	View
ZABALA	Website	2019-05-09	View
ZABALA	Website	2019-05-02	View
ZABALA	Website	22/01/2019	View
ZABALA	Website	17/06/2019	View
ZABALA	Website	2019-01-01	View
ZABALA	Website	18/02/2019	View
ZABALA	Website	26/03/2019	View
ZABALA	Website	14/05/2019	View
ZABALA	Website	14/10/2019	View
ZABALA	Website	18/10/2019	View
ZABALA	Website	2019-09-05	View
ZABALA	Website	23/01/2019	View
ZABALA	Website	2019-02-05	View

ZABALA	Website	2019-08-05	View
ZABALA	Website	24/09/2019	View
ZABALA	Website	20/03/2019	View
ZABALA	Website	2019-06-03	View
ZABALA	Website	19/03/2019	View
ZABALA	Website	19/03/2019	View
ZABALA	Website	18/02/2019	View
ZABALA	Website	14/10/2019	View
ZABALA	Website	25/01/2019	View
ZABALA	Website	30/07/2019	View
ZABALA	Website	14/05/2019	View
ZABALA	Website	13/10/2019	View
ZABALA	Website	18/10/2019	View
ZABALA	Website	2019-08-05	View
ZABALA	Website	26/03/2019	View
ZABALA	Website	2019-09-05	View
ZABALA	Website	28/10/2019	View
ZABALA	Website	2019-02-05	View
ZABALA	Website	22/01/2019	View
ZABALA	Website	17/06/2019	View
ZABALA	Website	19/03/2019	View
ZABALA	Website	28/03/2019	View
ZABALA	Website	2019-06-04	View
ZABALA	Website	15/05/2019	View
SPINLAB	Social Media	18/02/2019	View
SPINLAB	Social Media	2019-05-03	View
SPINLAB	Social Media	21/03/2019	View
SPINLAB	Social Media	19/02/2019	View
SPINLAB	Website	2019-05-03	View
SPINLAB	Website	27/05/2019	View
IPTECTOR	Social Media	May 2019	View
IPTECTOR	Social Media	May 2019	View
BRPX	News article on AICEP Portugal Global (derived from a press release)	14/02/2019	View
BRPX	Post on BRPX Twitter about project kick-off	20/02/2019	View
BRPX	Post on BRPX Instagram about project kick-off	20/02/2019	View
BRPX	Post on BRPX Facebook about project kick-off	20/02/2019	View
BRPX	Post on BRPX LinkedIn about project kick-off	20/02/2019	View
BRPX	Post on BRPX Twitter about DMS at Insert Coin Live (Pixels Camp)	12/03/2019	View
BRPX	Post on BRPX Facebook about DMS at Insert Coin Live (Pixels Camp)	12/03/2019	View
BRPX	Post on BRPX LinkedIn about DMS at Insert Coin Live (Pixels Camp)	12/03/2019	View
BRPX	News article on Observador about DMS 1st call of applications (derived from a press release)	01/04/2019	View

BRPX	News article on PC Guia about DMS 1st call of applications (derived from a press release)	01/04/2019	View
BRPX	News article on Link to Leaders about DMS 1st call of applications (derived from a press release)	02/04/2019	View
BRPX	News article on ECO about DMS 1st call of applications (derived from a press release)	02/04/2019	View
BRPX	Post on BRPX Twitter about DMS startup at TNW Conference	08/05/2019	View
BRPX	Post on BRPX Facebook about DMS startup at TNW Conference	08/05/2019	View
BRPX	Post on BRPX LinkedIn about DMS startup at TNW Conference	08/05/2019	View
BRPX	Post on Sonae (BRPX parent company) Twitter about DMS startup at TNW Conference	10/05/2019	View
BRPX	Post on Sonae (BRPX parent company) LinkedIn about DMS startup at TNW Conference	10/05/2019	View
BRPX	Post on BRPX Twitter about DMS 1st call of applications	13/05/2019	View
BRPX	Post on BRPX Facebook about DMS 1st call of applications	13/05/2019	View
BRPX	Post on BRPX Twitter LinkedIn about DMS 1st call of applications	13/05/2019	View
BRPX	Reference on Sonae (BRPX parent company) Public Affairs newsletter about DMS 1st call of applications	22/05/2019	View
BRPX	Reference on Sonae (BRPX parent company) Public Affairs newsletter about DMS startup at TNW Conference	22/05/2019	View
SPK	FB page - Share from DMS fb page	08/07/2019	View
SPK	Lin page - Share article from DMS website	08/07/2019	View
SPK	Lin page - Share article from DMS website	16/07/2019	View
SPK	TW account - Retweet from DMS account	08/07/2019	View
SPINLAB	TW account - Retweet from DMS account	25/07/2019	View
SPINLAB	Smart City Solutions Start-up Session	07/08/2019	View
SPK	FB page - Share from DMS website	14/08/2019	View
SPINLAB	TW account - Retweet from DMS account	19/09/2019	View

Additionally, the partners were involved in important events across Europe to promote startups, spread the word about the project and also to stablish relationships with the ecosystem like:



Date of Event (day/month/year)	WP/Task (in which event is included)	Event Title	Location (City, Country)	Partners Involved	Type of Event (i.e. workshop; conference; fair, exhibition area; etc.)	Type of Participation (i.e. only attended; oral presentation; paper submitted; organiser; exhibitor; etc.)
26/02/2019	WP2	4Y4N	Barcelona, Spain	ZABALA / TNW		
26-28/03/2019	WP2	Startup Olé	Salamanca, Spain	ZABALA / OGILVY	Startup Fair	Exhibitor
23/04/2019	WP2	H2020 in Bergen	Bergen, Norway	ZABALA		
09-11/05/2019	WP2	TNW Conference	Amsterdam, The Netherlands	ZABALA / OGILVY / TNW / SPINLAB / BRPX / SPHK / SOTON	Conference	Exhibitor / Organiser
26-27/05/2019	WP5	FIWARE Summit	Genoa, Italy	ZABALA	Summit	Exhibitor
13-14/06/2019	WP5	ICEEFEST 2019	Bucharest, Romania	ZABALA / SPHK	Conference	Oral presentation / Organiser
24-27/06/2019	WP5	BDV PPP	Riga, Letonia	ZABALA / OGILVY	Summit	Only attended / Organiser
27/06/2019	WP2	StartupWeekend Leipzig	Leipzig, Germany	SPINLAB	Startup Fair	Oral Presentation, Mentor
15/05/2019	WP2	CapDigital event for innovative SMEs	Paris, France	ZABALA	Startup Fair	Oral Presentation
25 – 26/04/2019	WP2	HHL Accelerate	Leipzig, Germany	SPINLAB	Conference	Exhibitor
21/03/2019	WP2	Smart Infrastructure Hub Community Party	Leipzig, Germany	SPINLAB	Networking Event	Organiser
21-23/03/2019	WP2	Startup Europe Summit	Cluj-Napoca, Romania	SPHK	Summit	Oral Presentation / Exhibitor
21-23/03/2019	WP2	Pixels Camp - Insert Coin Live	Lisbon, Portugal	BRPX / ZABALA / OGILVY	Startup Fair	Organiser / Oral Presentation
27/03/2019	WP2	Data Pitch event at Google Campus	London, UK	SOTON	Startup Fair	Oral Presentation

13-abr-19	WP2	Codecamp Cluj	Cluj Napoca, Romania	SPHK	Conference	Exhibitor
13-14/06/2019	WP5	Upgrade100	Bucharest, Romania	SPHK	Festival	Oral presentation /Organizer
27-28 June 2019	WP5	Romanian Conference for Entrepreneurship & Innovation	Constanta, Romania	SPHK	Conference	Oral presentation
24-28/06/2019	WP5	Workshop on Interoperability	Riga, Letonia	ERCIM	Summit	Workshop organisation and Moderation
04-sep	WP5	Coordination session with EC	Luxembourg/Luxembourg	ERCIM	Meeting	
25-26/02/2019	WP5	BDV PPP meeting	Bruxelles, Belgium	ERCIM / ZABALA	Conference	Oral presentation
2-5 October 2019	WP3	South Summit	Madrid, Spain	ZABALA	Conference	Startup Promotion, Exhibitor & Match Making w/ investors
14/10/2019	WP5	EBDV Forum	Helsinki, Finland	ZABALA / SOTON / ERCIM	Conference	Oral presentation, Startup Promotion, Exhibitor & Match Making w/ investors
23/10/2019	WP3	FIWARE Summit	Berlin, Germany	ZABALA	Summit	Startup Promotion, Exhibitor & Match Making w/ investors
14/11/2019	WP5	Amsterdam Data Sharing Initiative Workshop	Amsterdam, The Netherlands	ZABALA / SOTON	Workshop	Oral presentation
11/12/2019	WP5	Emprendimiento Digital Europeo	Pamplona, Spain	ZABALA	Conference	Oral presentation
18/12/2019	WP5	Encuentro APORTA Red.Es	Madrid, Spain	ZABALA	Conference	Oral presentation
17 – 19 September	WP3	Smart City Solutions	Stuttgart, Germany	SPINLAB	fair, exhibition area, startup pitch	organiser, exhibitor, partner, oral presentation
18-20 September	WP3	Transylvanian Clusters International Conference	Cluj, Romania	SPHERIK	fair, conference, exhibition, pitching competition	partner, speaker
26-sep	WP3	Startup Funding Training Course	Cluj, Romania	SPHERIK	workshop	organizer
02 - 05 October	WP3	South Summit	Madrid, Spain	ZABALA	fair, exhibition area, startup pitch	organiser, exhibitor, partner, oral presentation
43767	WP3	Startup Funding Training Course	Bucharest, Romania	SPHERIK	workshop	organizer

5. CONCLUSION AND NEXT STEPS

This document presents a review of the communication and dissemination tasks and actions taken place during M01-12. The first year of DMS project has created and established awareness among their activities through these last months. As it has been displayed on this document the aspects supported by WP5 during this period. But of course, is not completely perfect.

First year of a project is always a “trial and error”, and now it is important to understand what was right and what wasn’t to improve the practice.

Based on the statistics it is essential to maintain or increase the presence on events, keep a constancy coverage during them. It seems this increases notably the followers on social media and nowadays this is something needed to have.

While the first period of the project was devoted to introducing the brand in the market, to create visibility and to establish more links with the different communities involved on the European data ecosystem. During the next period we aim at consolidating the brand, strengthening those links, and exploiting new ways of collaboration; for example, with the Big Data Value PPP, as this year was a first approach with it.

Noteworthy communication responsibilities planned for second year include:

1. Increase European Visibility. Disseminate content across different networks and create a common data base with different media profiles, checking by country.
2. Improve the website making a face-wash and to be clearer about what the project is.
3. Social Media, keeping the good and improving it. Concretely the look&feel of the brand on its profiles and including new territories for the content.
4. Engage with startups offering them more value, creating a community.
5. Increase visibility for the open call.