



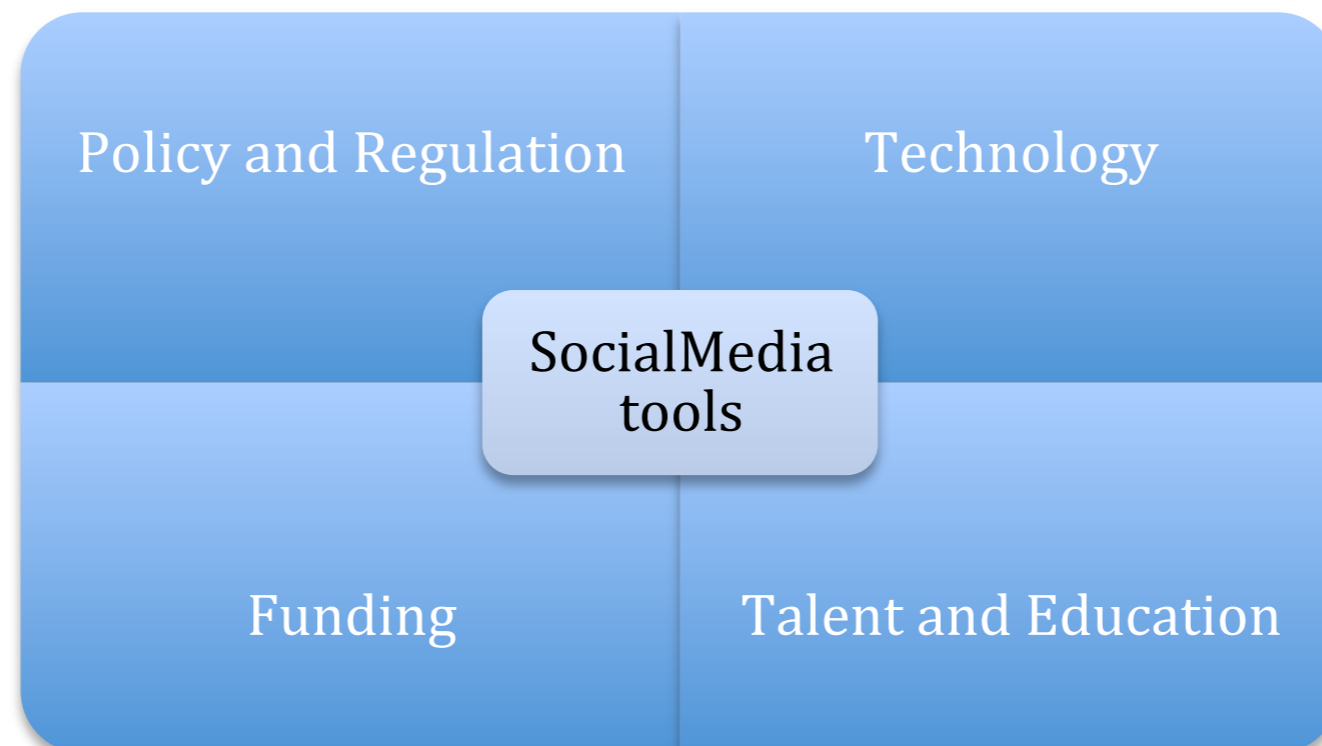
Impact Innovate Invest

*Supporting research results from lab to market
on Convergence and Social Media*

I3



- An Accelerator program for the Social Media and Convergence
- amplifying the impact of research results coaching researcher and small firm to attract the interest of investors within a coordinated framework of actions.



Rationale



- I3 is devoted to researchers and startups who, having realised a promising innovative solution in the domain of convergence and social media, have the ideas and are willing to take the risks necessary to get a firm off the ground.
- The proposed action is to support the technological innovation process for projects in the Converging media and content unit,

The partners



How



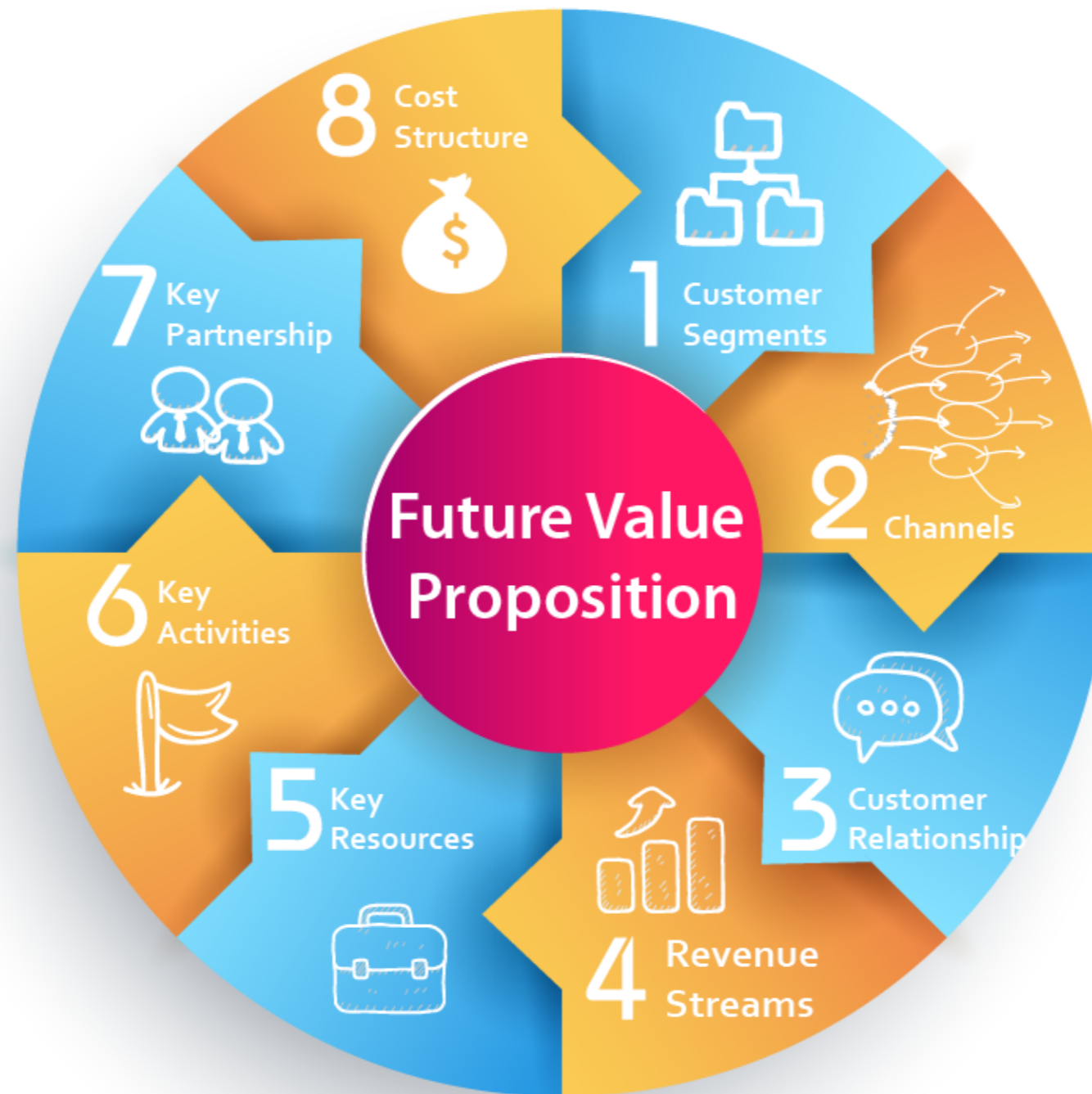
- coaching and mentoring activities
- the organization of a set of training workshops and meeting with investors
- the analysis of the potential socio-economic value of the projects
- the selection of the most promising technologies, facilitating access to investors and accelerator program

What



- The main objective is to build an European ecosystem around social media and convergence through
 - the IMinds Incubation program,
 - F6S the largest social network for start-ups in the European Union,
- gather the interest of a large constituency of stakeholders to tackle the most relevant policy issue facing the domain.

Economic Impact Maximisation Methodology





A self assessment toolkit

- The Toolkit will be divided in three main sections:
- Future Value Proposition: including a short list of questions to be answered, with indicators that will derive from the analysis of literature review and domain documents.
- Business Model Design: including questions on customer segments, channels, customer relationship, revenue streams, key resources, key activities, key partnership, cost structure.
- Results and an infographic report.

First actions

- 13 masterclass June 2016
- Acceleration program to be started in September 2016

