

LET'S GET ENGAGED!

26-27 September 2018, Brussels

3rd frontierCities2 Outreach Bootcamp

“The road to monetisation: how to engage with Cities”



Bootcamp Venue:

**B19 Country Club, Avenue Van Bever 17-19,
1180 Uccle, Brussels, Belgium**



Let us help shape (or reshape) your business on 26 and 27 September: do not miss this unique frontierCities2 Bootcamp in Brussels!

Take advantage of these two days in which key speakers reveal the secrets of how to optimize your business

- Have you already discovered the best way to engage with cities?
- Do you already know all the best strategies and techniques to sell your product?
- Are you able to develop workable pricing strategies for your product?

If your answer to any or all of these questions is “*not yet*” then join us and learn from the experts including:

Sampo Hietanen (*MaaS Global*), **David Bonn** (*H3B Connected*),
Pascal Smet (Brussels Minister for Mobility – invited)

Make the most of your participation by taking part in these interactive sessions:

- Roundtables with key speakers and experts in *Smart Cities* and *MaaS*
- Hands-on training
- Face-to-face meetings with frontierCities2 commercial and technical coaches
- Networking with frontierCities2 companies
- Elevator pitches

And it doesn't end there. Register now and find out more, click the following link to register:

<https://frontiercities2outreachbootcampseptember.eventbrite.it>

The fC2 Outreach Bootcamp is open exclusively to members of the FIWARE Community. We look forward to meeting you in Brussels.

Deadline September 3rd 2018

Bootcamp Day 1 – 26 September 2018

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| 16.00 – 16.15 | Registration & Welcome Coffee |
| 16:15 – 16:30 | Welcome Speech & Overview of Bootcamp Programme <i>Seán J. Burke, New Frontier Services</i> |
| 16:30 – 17:30 | Roundtable I - “Engaging with Cities” & Open Debate with fC2 Start-Ups <ul style="list-style-type: none"> • <i>David Bonn, Senior Smart City Advisor, H3B Connected</i> • <i>Pascal Smet, Minister for Mobility, Brussels Region (invited)</i> • <i>José F. Papí, S3Transportation</i> • <i>Alberto Soraci, Innova BIC</i> <i>Moderated by Kevin Borrás, H3B Media</i> |
| 17:30 – 18:30 | Roundtable II - “Monetising City Engagement” & Open Debate with fC2 Start-Ups <ul style="list-style-type: none"> • <i>David Bonn, Senior Smart City Advisor, H3B Connected</i> • <i>Sampo Hietanen, Founder & CEO, MaaS Global</i> • <i>Gregory Eve, CEO, GreenApes</i> • <i>Etay Oren, CEO, CommuniThings</i> • <i>Seán J. Burke, New Frontier Services</i> <i>Moderated by Kevin Borrás, H3B Media</i> |
| 18:30 – 19:30 | Networking Cocktail Reception & fC2 Video Clip Instruction (part I) <i>Kevin Borrás, H3B Media & Bernardita Cárdenas, New Frontier Services</i> A short session to guide fC2 start-ups on the tasks ahead to complete a powerful video clip introducing fC2 solutions to stakeholders. Wrap-Up of Day 1 |

Bootcamp Day 2 – 27 September 2018

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| 09.00 – 09.30 | Welcome Coffee | |
| 09:30 – 11:00 | Sales Strategies & Techniques for Start-Ups General tips and a hands-on workout of how to deal more efficiently with existing and prospective clients | |
| 11:00 – 11:15 | Coffee Break | |
| 11:15 – 12:45 | Pricing Your Products & Services <i>Leonardo Santiago, CTO & Co-Founder, Bettair</i> Hands-on training on how to develop pricing strategies for your solutions | |
| 12:45 – 13:15 | Lunch | |
| 13:15 – 14:45 | FIWARE fC2 Grantees Technical Clinic (part I) | Elevator Pitch I |

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| | <p><i>Fernando López, FIWARE Foundation & Suparna De, University of Surrey</i></p> <p>One-on-one technical support to FI-TECH & MAG2</p> <p>(Important! Queries to be sent in written to fernando.lopez@fiware.org & s.de@surrey.ac.uk in advance)</p> | <p>Elevator Pitch to a Client/Sales</p> <p><i>Seán J. Burke & Bernardita Cárdenas, New Frontier Services</i></p> <p>4-minute presentations for each company, plus Q&A (Commercial Manager)</p> |
| 14:45 – 15:15 | Coffee Break | |
| 15:15 – 16:00 | <p>FIWARE fC2 Grantees Technical Clinic (part II)</p> <p><i>Fernando López, FIWARE Foundation & Suparna De, University of Surrey</i></p> <p>One-on-one technical support to FI-TECH & MAG2</p> <p>(Important! Queries to be sent in written to fernando.lopez@fiware.org & s.de@surrey.ac.uk in advance)</p> | <p>Elevator Pitch II</p> <p>Elevator Pitch to a VC/Investor</p> <p><i>Seán J. Burke & Bernardita Cárdenas, New Frontier Services</i></p> <p>4-minute presentations for each company, plus Q&A (Commercial Manager)</p> |
| 16:00 – 17:00 | <p>Elevator Pitch to a Technical Audience</p> <p><i>Alberto Soraci, Innova BIC & José F. Papi, S3Transportation</i></p> <p>4-minute presentations from each company, highlighting the novelty and competitive advantage of your solution (Technical Manager)</p> | |
| 17:00– 18:00 | <p>fC2 Video Clip Instruction (part II)</p> <p><i>Kevin Borrás, H3B Media & Bernardita Cárdenas, New Frontier Services</i></p> <p>A short session to guide fC2 start-ups on the tasks ahead to complete a powerful video clip introducing fC2 solutions to stakeholders.</p> | |
| 18:00 – 18:30 | <p>Wrap-up of the Bootcamp & Announcement of frontierCities2 Upcoming events</p> <p>Wrap-up, learning points, key next FI-TECH and MAG2 milestones</p> | |