



Virtual Acceleration

Why it makes sense and how it works

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EAI

- The world is digitally & instantly connected.
Web, mobile, Facebook, twitter, text, images, video



- Many products & ideas aim for global outreach
- Most likely your customers are global customers
- Many times the business depends on **massive** adoption of your solution

Yet many still seek only local guidance!



- Classical market methods don't work anymore

Focus groups, local surveys, 'build first, market later'

- Many new methods emerged over the past years

Lean startup, agile development,

design thinking (in it's new format from Stanford), prototyping

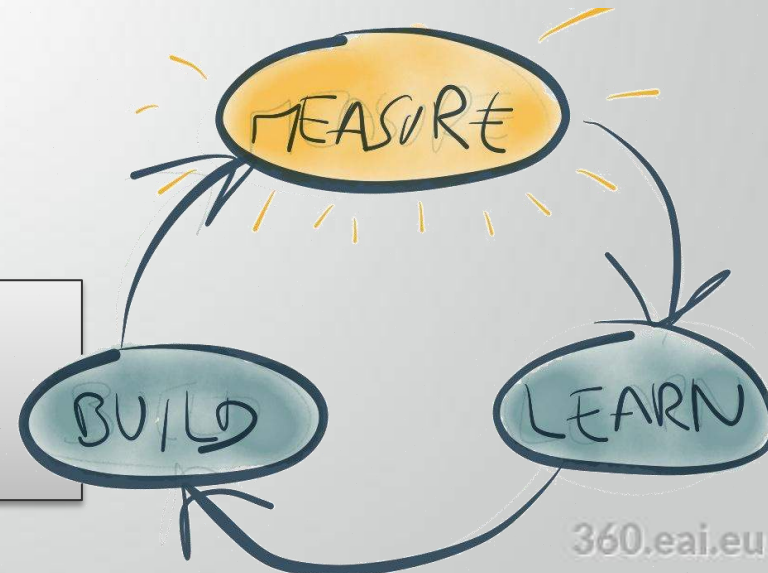
- Many concepts remain:

Adoption cycle, whole product, value proposition



NEW times require NEW methods

But many classical concepts still hold!



- Many elements create a **local** innovation eco-system:

- Infrastructure (knowledge, money, people, govt)

- Many accelerators, many incubators

- Meeting places

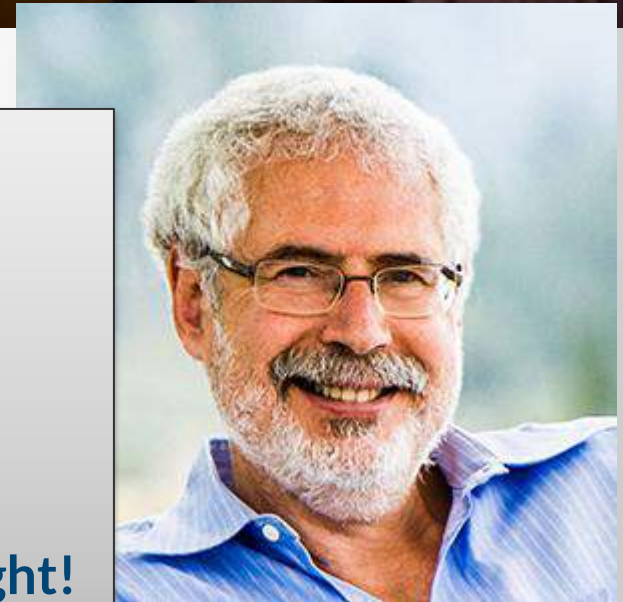
- Conferences, un-conferences, events

- Pitching opportunities

- Many ...



- Go to events.
- Go to Incubator sessions.
- Join meetups.
- Go to 'Entrepreneur on the bar'



They all say the same things:

- Get out there fast
- Build a strong team
 - Get feedback
- Build for your customers, get the UX right!

So, is there a Problem?

YES

- Hard to leave the local swamp...
 - My team is full of LOCALS
all thinking like me...
 - My feedback is LOCAL,
but I make a global product
 - Testing on LOCAL customers,
but want global traction
- + Local facilitators are limited in space (ONLY 2% get in)



pikyoo

- Learn to fly in an **ONLINE** semi-automated innovation eco-system
- Make it virtual, global, open to join from anywhere
 - Online community wisdom
 - Online infrastructure
 - Online meeting places
 - Online acceleration/incubation
 - Online events & webinars
 - Online pitching opportunities
- No space limitations, No boundaries, semi-automatic



- Connect with peers and see other solutions globally
- Collaborate with others:
 - Enhance your team with members from other countries
 - Easy to outsource!
- Get mentored by specialists, regardless of location
- Get a truly global peer review
- Be exposed to funding opportunities from many directions
- Spread and promote your solution globally with ease!



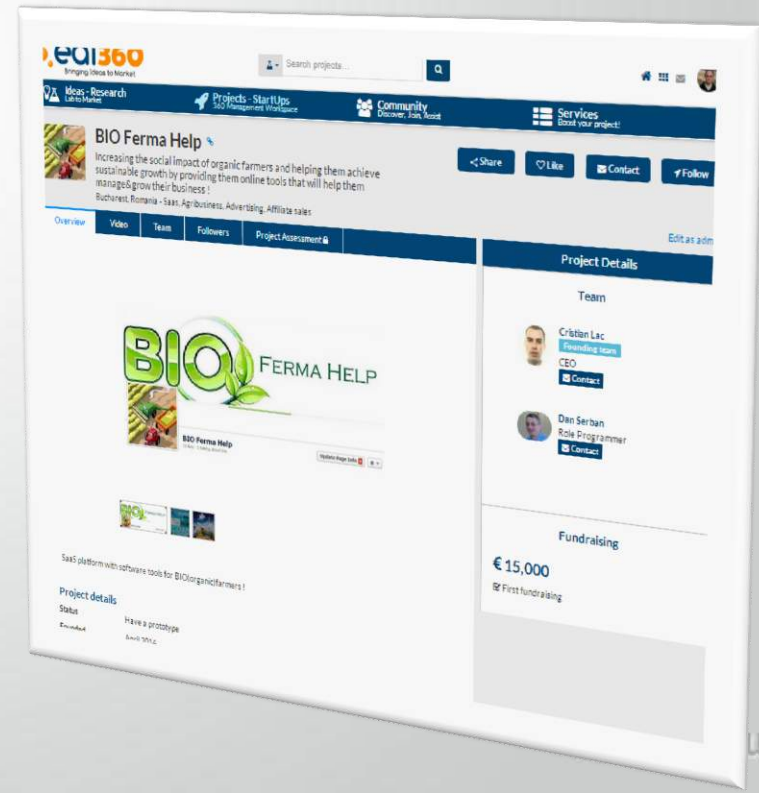
- There are different platforms trying to accelerate online...



- An example based on EAI360's concept:

- Become a member of our online community (Free)
- Get your user and Project/Company profiles
 - *Share them with everyone, everywhere*
- Get your online workspace
- Join one of our acceleration programs
- Participate in events - online and offline
- Get funded

- Simple...**



Do you believe your idea or technology can lead to a viable product or service?

A 4-week **online** program will:

- Find out if your idea (or technology) has a real business potential
- Explore whether you want to do it
- Build your venture roadmap for success
- Give your soft skills & mental state tools required to lead a start up
- Gain insight to means of monetizing your technology and idea.



Acceleration Program

A 14W online acceleration program helps you:

- Reduce time to market
- Improve your product's market fit
- Increase your chances to raise money
- Ending with online pitch to international investors on the final demo day

Weeks	Week 1		Week 2	
Track	1: Welcome - Acceleration Roadmap		2: Set your goals	
Onsite Tasks/Chapters	How Vision Your Motivation	What is your why?	Execution	
Field Assignments				
Deliverables Due			Targets for 11 months	Goals for program
Online Sessions	Kickoff Meeting		Mentors Day - Introduction to Mentors Club	
Extra Expert Advice				
Webinars	10 Common Mistakes of startups and how to avoid them			

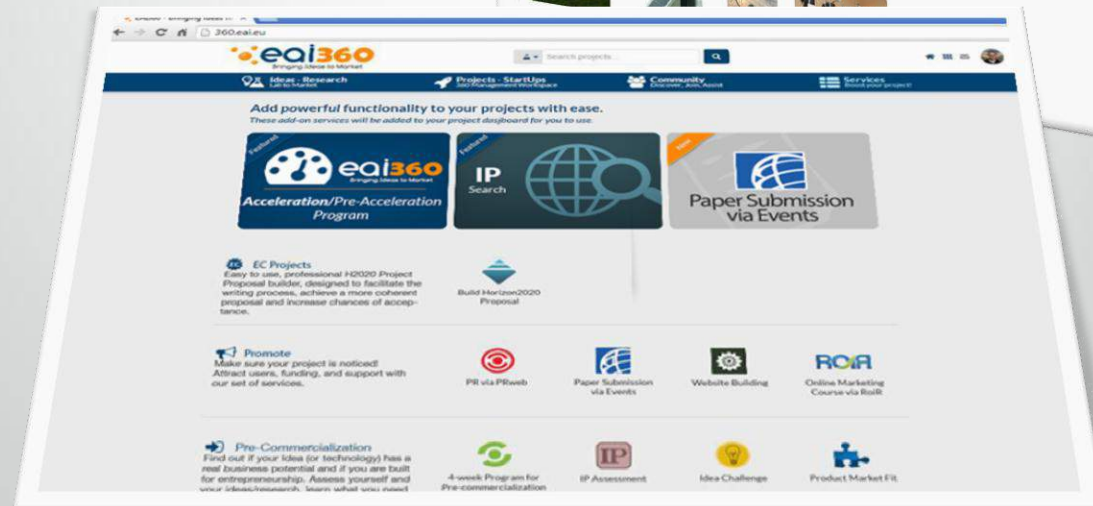


- Online it's easy to access funding sources:
 - Pitch to investors – VC's, angels, from many locations at once
 - Collaborate and build online your H2020 proposal
 - Get exposed to localized public funding opportunities
 - Build a crowd-funding campaign on the platform



- Get access to a variety of supporting services

- Examine them
- Add them
- Use them
- Rate them for others



- Simple...

“During the Acceleration program, We were able to create a new presentation for our investors. As a result, we’ve raised \$100k, recruited a top marketing director, and started a Kickstarter campaign!”



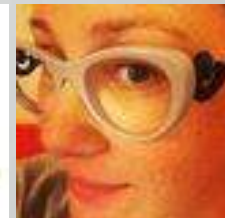
“Being able to watch the pitches of others (and our own recorded sessions) was very useful! Thanks to the EAI Acceleration program, we now have a completed an amazing kick ass marketing plan and investor presentation!”



“The program got us "laser targeted and focused...we were happy to be chosen to join the EAI Acceleration program... now our investor presentation is ready for our campaign!”



“Not only did we gain access to international investors...but this intensive program forced us to move forward faster in all aspects. By the end, we also had created a new line of product!”

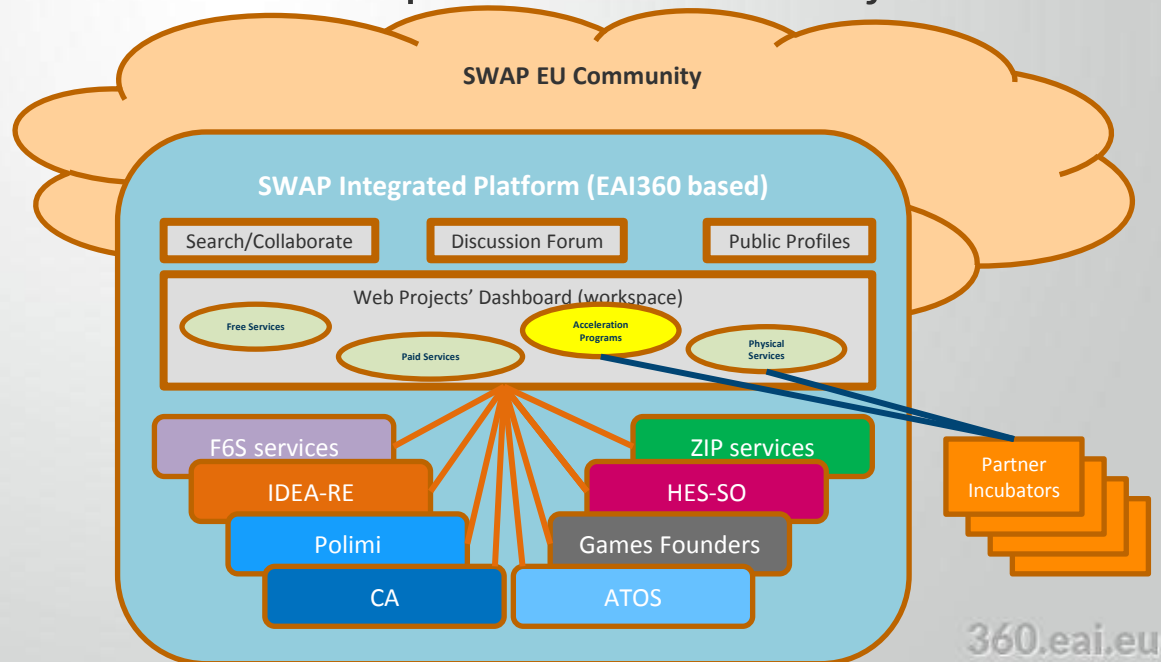


[Testimonials Video](#)

- EAI360 is going to be used in FI-PPP Phase III



- EAI360 part of exciting H2020 Web Entrepreneurs SWAP Project



Come Explore this Virtual Platform



Visit EAI's IOT360 summit in Rome,
28-29 Oct 2014



Join our platform now and
be part of building the future
of innovation acceleration!