Call 2016 template

1. Header

Select Action Line for Proposed Activity	ULM Future Urban Life and Mobility
Priority Area	ULM 1 | Priority 1: Mobility paradigm shift
Action Line Leader	BETIS, G.B. (Gilles) | THALES Communication and Security SAS | THALES Communication and Security SAS
Email Action Line Leader	gilles.betis@eitictlabs.eu
Business Developer	Herlin, (Thomas) | INRIA | INRIA
Email Business Developer	thomas.herlin@eitictlabs.eu
Assigned Business Developer	Magni, P. (Paolo) | Fondazione Politecnico di Milano | Fondazione Politecnico di Milano
Email Assigned Business Developer	paolo.magni@eitictlabs.eu
New or Existing Activity	(●) New Activity ( ) Continuation of Existing Activity
New Activity : Proposed Activity Name	Mobility as a service for all (SmAll)
Activity Web Site (if applicable)	
Generated ID	16126
Lead Partner	Fondazione Bruno Kessler 062 FBK
Activity Leader of Lead Partner	Pistore, M. (Marco) | FBK | Fondazione Bruno Kessler
Email Activity Leader	pistore@fbk.eu
Start / End Date	01-Jan-2016 31-Dec-2016

2. KIC Activity

Activity Title	Mobility as a service for all (SmAll)
Activity Purpose: one crisp line (max 500 characters)	Set up the framework to steer the Europe-wide mobility ecosystem towards the "mobility as a service" model: open up more opportunities to mobility operators to offer new services, and provide to citizens more flexible and personalized mobility solutions. Develop market studies and commercialisation strategies based on a dialogue with clients and business partners. Reinforce the ecosystem for creating start-ups developing and commercialising these services.
Elevator Pitch: elaborate on the Activity Purpose above in no more than 1000 chars.	In spite of the investments in infomobility and Intelligent Transportation Systems of the last decade, the outcome for the business ecosystem and for the final users is limited to date. The open data approach was not as fruitful as expected, and anyhow it does not cover important aspects such as trip planning and ticketing. Mobility-as-a-service has the ambition to create a new mobility business ecosystem and better services for end-users, by converging and integrating mobility services. In this

context, business, policy and regulation aspects are more challenging than technical ones; is clearly of paramount importance that the stakeholders cooperate in the transformation. A very strong element of SmAll is the explicit commitment of local mobility management authorities of 4 European regions: this ideal situation will be exploited to pilot the SmAll solutions, validate the model, develop a sound business model and prepare to transfer the solution to the European and world level.

Business Pain: what is the customer problem that needs to be solved (max 2000 characters)	The landscape: • significant investments made by public and private stakeholders to introduce ICT into their mobility systems; investments in smart city systems are under deployment at various level • mobility data (planning and real time status) and environmental data are made available typically as open data with limited accessibility in the absence of specific investments • mobility patterns of users are getting more complex thanks to the availability of several mobility modes • new actors are emerging with disrupting offers in the mobility market. Problem: • the mobility service offer landscape is a complex market, highly fragmented, dynamic (new solutions coming up) and lacking integration • the user experience needs to be seamless • this is only possible with solutions (technical and business) obtained through the collaboration of many actors Pain 1: this situation prevents (obstacle to) new business actors (mobility operators) from offering new services to citizens (B2B challenge) Pain 2: it is difficult to integrate new solutions coming from the outside (e.g. Uber) into existing (local) mobility systems Pain 3: in the absence of systemic solution it is very difficult to foresee transferability of the solutions at the EU and world-wide level, therefore no economy of scale can be applied. In order to overcome these three pains, interventions are needed at the technical (ICT, data), business (new business models, new business actors) and policy (regulations, procurement procedures) levels.
Value Proposition (max 2000 characters)	The mobility as a service (MaaS) paradigm aims at developing new business models based on the capability to empower the users in finding customized answers to their own specific mobility needs, understanding that such needs may easily change in time and space. The answer is to leverage on real time mobility information integrating as many sources as possible, as well as in interoperable inter-modal solutions (e.g., for travel planning, booking and ticketing) thus providing the best possible answer to the specific question at the specific time and place. To exemplify the MaaS concept, let's compare mobility habits of today with potential habits of tomorrow. Today the user has to plan the route from source to destination (i.e. use Google maps), select the mobility modes (e.g. bus, train, car etc.) for the various trip lags and acquire the resources needed (e.g. fuel, reservations/tickets etc.). Tomorrow, with MaaS, the user will buy the mobility services he requires from a mobility operator, in a converged and personalized way. The mobility operator will offer the best solutions according to the user preferences and to the current availability and traffic/environmental conditions. The user will be able to buy a single ticket for the whole trip to the destination, with the mobility operator taking care of re-rounting the user in real time to different modes in case of delays of changed conditions. It is clearly of paramount importance that the stakeholders cooperate in the transformation towards the MaaS model, and legislation as well as regulation is properly adapted. A very strong element of the proposal is the explicit involvement and commitment of local mobility management authorities of 4 European regions: this ideal situation will be exploited to pilot the SmAll solutions, validate the MaaS model, develop a sound business model and prepare to transfer the solution to the European and world level.
Expected Outcomes and Impact of the Activity on Society (max 500 characters)	IN 2016: Enable an innovative ecosystem based on the MaaS model (increase the technology readiness level; identify best practices, success cases and open challenges for MaaS, at the technical, business and policy level.; launch onew businesses, enable the emergence of new mobility services). BEYOND 2016: Global leadership of EU in smart mobility services (vibrant mobility ecosystem, transferability across Europe, evolution of new business model, opportunity for new start-ups and spin-offs).
Why Now (max 1000 characters)	The transformation to mobility as a services is happening NOW: it is doable thanks to economic pressure, readiness of consumers (need to meet demand that is already there), technological feasibility. For instance, it is happening NOW in Helsink and in Italy. But it is happening in a fragmented way. EIT ICT Labs, and this activity, offers an invaluable opportunity for fast learning and transferability.
Competitive Situation (max 1000 characters)	There is a multitude of actors in the market that offer more flexible, dynamic and personalized mobility services to users. They, however, provide solutions that are fragmented, limited, and not integrated in the comprehensive mobility offer of a city or region. Two examples are: • Uber offers a global solution, that is however not systemically integrated in the (local) mobility offer of a city/region; • MyCicero (IT) and others offer integrated ticketing solutions, but cover only a small fragment of the value chain. The MAAS model, and in particular the SmAll approach, is unique in the fact that it targets a systemic approach, both at the local level (single city/region) and, in perspective, across Europe. Hence, actors like Uber and MyCicero, rater than competitors, are potential beneficiaries of SmAll. EU projects have produced important research results and prototypes (we re-use some of them), but have a limited focus with respect to our business-oriented, systemic approach.
Team Setup: the groups involved, their strengths and collaborations (at Activity level) (max 500 characters)	The team includes system integrators and companies that have specific interest in the MaaS business and research Institutes and Universities that have strong links with the local stakeholders and support their technological teams in the process towards MaaS. SMEs with specific know how in the technology involved and in providing support to mobility policy makers are involved as sub-grantee.
Link to Video Pitch (optional)	
EIT Funding (€)	1,197,892.00 €
Partners Co-Funding (€)	1,096,145.00 €
Total Catalyst Funding (€)	2,294,037.00 €
Carrier Funding (€)	6,787,210.00 €
Co-Funding Leverage (%)	51.67 %
EIT Leverage (%)	13.19 %
Total FTE	23.90 FTE
Extra EIT Information (if applicable) (max 1000 characters)	n/a

3. Market & Strategy

Target Market

Target Customers (max 1000 characters)	The end-value is to provide to CITIZENS (and tourists) – the USERS – an efficient way to organize their mobility through personalized purchasing, booking and planning of intermodal transportation. This should lead to savings in time, money (thanks to combined offering and efficiency in booking) and effort spent in dealing with travel issues. The key role is that of the MOBILITY OPERATORS, which are the providers of the mobility innovative service according to the MAAS model. The TARGET CUSTOMERS are: CITIES/REGIONS willing to invest in the MAAS model as competitive ingredient in their mobiility strategies: Helsinki is early adopter (see also Target Geography) AND TRANSPORT OPERATORS (e.g. parking managers, bike sharing, car sharing, taxi operators, electric car and recharging point providers) willing to increase their revenues through the SmAll channels: prospectivre clients include ENI (Car2Go), ENEL (e- car recharging points), Orange, Michelin, SNCF, ...
Target Geographies (max 1000 characters)	Initial target geography are specific regions of Italy (Bologna region and Trento city and region), Finland (Helsinky region) and France (Britanny: cities of Brest, Lorient, Saint Brieuc). These regions are all committed to participate to the activity as pilot territories and validators, and are expected to offer the first customers for the commercial exploitation of the activity results. The market sizing describe in the following has been done considering there regions as targets. During 2016 and in follow-up activities (2017-2018) we will enlarge the covered geographies with regions of Italy, Finland and France, and other EU countries. We expect that the target geographies (and the size of the target market) can increase by a factor of 10. United States are also a specific target of later phases (2017-2018), but will be approached already in 2016 (through dedicated marketing activities that will exploit the EIT ICT Labs HUB).
Total Addressable Market Size (euro)	40,000,000.00 €
Evidence/Reference for Addressable Market Size (max 1000 characters)	The market value for ITS in public transports in Europe was 0.94 billion € in 2012 and is expected to reach 1.44 billion € by 2017. The target geographies represent about 1.5% of the European population, a market of approx. 200M € by 2017, of which SmAll may target about 20%, i.e., 40M €. Another way to estimate the market value is: For the target geographies, the number of trips per day is 12.5M (Bologna 9M, Helsinki 2M, Rennes 1.5M). The target groups for mobility operators can be estimated in 25% of the population. The improvement in mobility offer is estimated to reach 1/3 of this market (8% of the total market). The market reached by SmAll is hence approx. 1 M trips per day at an average price (very conservative) of 2€. This sums up to a market of 750M € per year, of which more than 5% may be targeted by SmAll, with an estimate in line with the previous one. This revenues is expected to be reached from year 2018. 25% of this revenue is estimated for years 2016+2017.
Time to Market (launch year)	2016
Business model (max 1500 characters)	REPLY will play the role of the BUSINESS CHAMPION, taking the effort to operate as the mobility operator SERVICE PROVIDER (providing infrastructure and services to enable third party mobility operators). REPLY will also act as new MOBILITY OPERATOR (direct marketer of the mobility service), though this role will be also be played by other partners of the activity: MAAS.FI (Finalnd) and the "Eco-Mobility-Broker" start up (Brittany). Revenues are expected to come from cities/regions adopting the MAAS approach and from the transport operators when subscribing to the service. The pricing will be around 5% of the transportation fee negotiated from the transport operator / sold on behalf of the city/region. A second revenue stream is expected to come from premium services subscribed for few cents by end user willing to activate in-app purchases. Furhter revenues will come from extending the service to commercial companies marketing products and services though the mobility operator platorms. When started, the whole platform will also be provided to new mobility operators willing to start their own business with a recurrent or pay-per-use price schema. Penetration in the initial target geography in ensured by the local public administrations (which are either partners of the activity -Trento - or engaged thorugh the EIT ICT Labs nodes and partners networks) and tranport operators. End users will be engaged also thorugh the local living labs.

Self Assessment

Technological Risk Assessment

Technological Key Risk Factors (max 500 characters)	Most relevant technological challenges are: Data Availability: access to all data needed to offer personalize, intermodal mobility solutions [Risk: L, Impact: H]. Service Availability: access to sufficient (booking, ticketing) services to fully support the MAAS model [R:M,I:M]. Interoperability: standard APIs are neede to allow MAAS operator business to scale up [R:M,I:M]. Integration: the activity requires integrating several software components developed by different partners [R:L;I:M]
Likelihood of failure due to technology-related issues	10

Commercial Risk Assessment

Commercial Key Risk Factors (max 500 characters)	Most critical aspect for commercial success are: Political factors: revisions policies and regulations (and possibily in legislation) at the local, national and/or EU level are requred for the MAAS model to be adopted; purchase and subsidization procedures also need to be revised; political endorsement is required [Risk: H, Impact: M]. Societal factors:economic pressure and consumers readiness have been, and will be, two important enabling factors for the of the MAAS model [R:L.I:H]
Likelihood of failure due to commercial issues	20

Outlook: what time, key achievements and KAVA budget will be required to achieve targeted activity goals and KPIs after 2016 (max 1000 characters)	The strategy beyond 2016 targets an Europe-wide adoption of the MAAS model for the mobility ecosystem, and an export towards the US and other continents. The time-frame is 2017-2018. KAVA budget from EIT ICT Labs would be used (1) to accelerate the expansion of the market to new regions and (2) to promote the adoption of the proposed approach as standard (not only from a technical point of view, but also for what concerns the business ecosystem and the EU policies and regulations). Indicative KAVA budget for the two years 2017-2018 is 75% of the KAVA budget for 2016.
Contribution to long term strategic goals (max 1000 characters)	The strategic objective of SmAll is to contribute to steer the Europe-wide mobility ecosystem towards the MAAS model, offering new business opportunities to mobility and transport operator and providing better and more flexible mobility solutions to citizens. Smart mobility services, and MAAS in particular, is an area where Europe can take the global lead. By promoting exchange of experiences, fast learning and transferrability of results, SmAll contributes to catch this opportunity. Also, our strategic

objective is aligned with the "Mobility Paradigm Shift" goal of the ULM action line, in particular for what concerns a mobility marketplace offering to all actors (users, mobility service providers, governance boidies) the possibility to propose and access new mobility services and develop new mobility habits. The societal and economic impacts are also aligned: more efficient usage of transport resources, accelerated modal transfer, reduced traffic and congestions, reduced emissions.

Contribution to KIC sustainability (max 1000 characters)

- High levels of co-funding and complementary funding (much higher than the minimum rates) have been committed to this activity. - This activity involves important territorial stakeholders across Europe, committed to endorse the proposed approach. - Sustainable mobility is a priority also for the Climate KIC. Also thanks to the involbement of Bologna and Helsinki also in that KIC, SmAll can offer an opprtunity for cross-KIC collaborations. Interest from the Climate KIC has been confirmed. - SmAll is open to other cities/regions (EIT partners + stakeholders); eg, contacts with Milton Keynes (UK) and Thales UK have started, but did not finalize in time for the submission. Such extensions to the consortium are welcome and will be actively sought. - SmAll has the ambition to become a cornerstone activity for the new EIT ICT Labs HUB is the United States, thus contributing to strengthen the impact of the KIC overseas. Marketing activities at the HUB are planned within the activity.

Expected Revenues (KIC) €

0.00 €

4. Carriers

Carriers

Carrier ID	C1601
Carrier Title	National project GIM Gestione Informata della Mobilità (Information Mobility Management)
Task Leader	TOBE Defined, (Unknown 999) | AAA |
Carrier Website	http://www.trasporti.marche.it/gim/index.htm
Carrier Description	Project of the Emilia-Romagna Region. The GIM project funded the Implementation at a regional scale of the Automatic Vehicle Monitoring system which includes among other: installation of AVM-GPS system on buses, information panels, central operative infrastructure.
Why chosen	The regional Mobility and Transport Councillorship is competent for: Planning of the infrastructural network and of the road, railway, port, water, air, inter-port, and bus communication systems; Planning of regional and local mobility systems; Freight and people mobility services; Improvement of the urban mobility; Regional Observatory for Road Safety and Education. The Councillorship exploited the GIM project to installthe infrastructures required to provide open access to transportation related data in real time.
Start Date	01 Jan 2011
End Date	31 Dec 2014

Carrier ID	Partner	Year	Complementary funding (any source,except EIT) (€)
C1601	Unallocated	2012	100,000 €
C1601	Unallocated	2013	100,000 €
C1601	Unallocated	2014	100,000 €

Carrier ID	C1602
Carrier Title	POR FESR 2007-2014
Task Leader	Callegati, F. (Franco) | U Bologna | DEIS
Carrier Website	http://fesr.regione.emilia- romagna.it/homepage-1? set_language=en
Carrier Description	The carrier aims at fostering technology transfer between Research Labs and industries or public bodies in the Region. At Unibo the Center for Industrial Research (CIRI) in ICT was set up with the project funding.
Why chosen	At CIRI ICT activities in collaboration with industries and with the regional government are carried on with focus on logistic optimization, big data, development of distributed systems, that are sinergic to the topic addressed in the activity.
Start Date	01 Jan 2011
End Date	31 Dec 2014

Carrier ID	Partner	Year	Complementary funding (any source,except EIT) (€)
C1602	University of Bologna	2012	200,000 €
C1602	University of Bologna	2013	100,000 €
C1602	University of Bologna	2014	30,000 €
C1602	University of Bologna	2011	200,000 €

Carrier ID	C1603
Carrier Title	Six City Strategy/ Open data and interfaces

Task Leader	Spilling, K.J.S. (Kaisa) | Forum Virium | Forum Virium Helsinki Oy
Carrier Website	http://www.fbk.eu
Carrier Description	Boosting open standards for smart cities: standardization of open APIs together with Companies. The work is a part of the to the Six City Strategy for sustainable urban development carried out by the six largest cities in Finland: Helsinki, Espoo, Vantaa, Tampere, Turku and Oulu.
Why chosen	The project brings a generic framework that can be used as basis for Small to focus on MaaS interoperability.
Start Date	01 Jul 2014
End Date	30 Jun 2017

Carrier ID	Partner	Year	Complementary funding (any source,except EIT) (€)
C1603	Forum Virium Oy	2014	35,480 €
C1603	Forum Virium Oy	2015	227,600 €

Carrier ID	C1604
Carrier Title	WIDESPREAD-1-2014/ Finest twins
Task Leader	Spilling, K.J.S. (Kaisa) | Forum Virium | Forum Virium Helsinki Oy
Carrier Website	http://www.fbk.eu
Carrier Description	This Smart City multi-city test environment between Helsinki region and Estonia will link research and innovation support structures, bringing together main public and private actors and facilitating communication, networking and building long-term cooperation and partnerships in macro-region.
Why chosen	Finest Twins provides a base for crossborder interoperability piloting to be used by MaaS operators in Helsinki and Tallinn. The results will be scientific, innovation and business related co-operation between Helsinki and Estonia in the Smart City area, promoting efficient exchange of knowledge, building a joint research portfolio and supporting faster cross-border take-up of Smart City innovations.
Start Date	01 Jun 2015
End Date	31 May 2015

Carrier ID	Partner	Year	Complementary funding (any source,except EIT) (€)
C1604	Forum Virium Oy	2015	82,000 €

Carrier ID	C1605
Carrier Title	MG-5.1-2014 / Empower
Task Leader	Spilling, K.J.S. (Kaisa) | Forum Virium | Forum Virium Helsinki Oy
Carrier Website	http://www.fbk.eu
Carrier Description	Project aimed at creating a set of tools for industry, policy makers and employers to empowert to understand, help choose and successfully implement 'positive' evidence-based and cost-effective policy interventions, based on new and innovative mobility services.
Why chosen	The project develops tools for Maas operators but does not include necessary harmonisation. Small will support on this.
Start Date	01 May 2015
End Date	30 Apr 2018

Carrier ID	Partner	Year	Complementary funding (any source,except EIT) (€)
C1605	Forum Virium Oy	2015	50,000 €

Carrier ID	C1606
Carrier Title	PON HABITAT
Task Leader	Griva, M. (Maurizio) | Reply | Reply SpA
Carrier Website	http://www.fbk.eu
Carrier Description	Development of a mobility management platform specialized for the management of port transit with reconfigurable touristic/commercial ship traffic.
Why chosen	The cloud-based plaform for data ingestion from multiple transport management subsystem and environmental sensor networks can be reused as main components for the SMALL mobility platform.
Start Date	01 Jan 2012
End Date	31 Dec 2013

Carrier ID	Partner	Year	Complementary funding (any source,except EIT) (€)
C1606	Reply SpA	2012	371,420 €
C1606	Reply SpA	2013	1,080,680 €

Carrier ID	C1607
Carrier Title	EKOHUB

Task Leader	Bonnin, J-M. B. (Jean-Marie) | Télécom Bretagne |
Carrier Website	http://www.fbk.eu
Carrier Description	Project aimed at developing a tool capable of aggregating information from different sources and redistribute them opportunistically with regard to surrounding receptors.
Why chosen	Interoperability of data and integration into a unified system and environments.
Start Date	01 Dec 2014
End Date	30 Nov 2016

Carrier ID	Partner	Year	Complementary funding (any source,except EIT) (€)
C1607	Institut Mines-Télécom	2015	106,000 €
C1607	Institut Mines-Télécom	2016	106,000 €

Carrier ID	C1608
Carrier Title	GREENFEED
Task Leader	Bonnin, J-M. B. (Jean-Marie) | Télécom Bretagne |
Carrier Website	http://greenfeed.org/
Carrier Description	Project aimed at developing a common tool for providing information to the uses of electric vehicles on charging points and new services such as payment. This tool is interoperableand manages reeal time data on availbilty of charging points and their location.
Why chosen	Integration of data and real time information in a mobility assistant, standard and privacy legislation compliance, analysis of users acceptance.
Start Date	18 Mar 2013
End Date	30 May 2017

Carrier ID	Partner	Year	Complementary funding (any source,except EIT) (€)
C1608	Institut Mines-Télécom	2014	28,000 €
C1608	Institut Mines-Télécom	2015	70,000 €
C1608	Institut Mines-Télécom	2016	42,000 €

Carrier ID	C1609
Carrier Title	ITEA-SEAS
Task Leader	Bonnin, J-M. B. (Jean-Marie) | Télécom Bretagne |
Carrier Website	http://www.the-smart-energy.com/
Carrier Description	Project aimed at enabling interactions for all market players in real time for consumption and production energy systems, automation and ICT Information and Communications Technology systems in order to optimize global energy consumption.
Why chosen	Integration of large smart services into a platform, large and real time data management, ecosystem of data providers, business models and HMI.
Start Date	01 Jul 2013
End Date	30 Jun 2016

Carrier ID	Partner	Year	Complementary funding (any source,except EIT) (€)
C1609	Institut Mines-Télécom	2014	36,000 €
C1609	Institut Mines-Télécom	2015	60,000 €
C1609	Institut Mines-Télécom	2016	24,000 €

Carrier ID	C1610
Carrier Title	SMV-Olabs
Task Leader	Bonnin, J-M. B. (Jean-Marie) | Télécom Bretagne |
Carrier Website	http://www.fbk.eu
Carrier Description	In the Intelligent Transport system environment, three basic systems are currently developed: ITS in cars, ITS on roads and "personnal ITS" systems to be provided on mobile systems. The project explores the necessary standards, the value model, the deployment strategy in the context of smart cities.
Why chosen	Development of a "personnal intelligent transport system" tool and analysis of value chains of smart city services.
Start Date	22 May 2013
End Date	21 Nov 2014

Carrier ID	Partner	Year	Complementary funding (any source,except EIT) (€)
C1610	Institut Mines-Télécom	2013	20,000 €

Carrier ID	Partner	Year	Complementary funding (any source,except EIT) (€)
C1610	Institut Mines-Télécom	2014	4,000 €

Carrier ID	C1611
Carrier Title	ITSSV6
Task Leader	Bonnin, J-M. B. (Jean-Marie) | Télécom Bretagne |
Carrier Website	http://www.fbk.eu
Carrier Description	Project aimed at implementing and validating an enhanced set of IPv6 networking protocols as a standalone software module which can be incorporated into the communication architecture used in European Field Operational Tests (FOTs) of Cooperative Systems and other projects.
Why chosen	Developing standard and protocols, for real time data management and integration into mobility assitants and any device used in mobility. Interoperability with existing systems and specifications. Integration of new functions and enhanced user experience.
Start Date	01 Feb 2011
End Date	31 Jan 2014

Carrier ID	Partner	Year	Complementary funding (any source,except EIT) (€)
C1611	Institut Mines-Télécom	2013	21,000 €
C1611	Institut Mines-Télécom	2014	56,000 €
C1611	Institut Mines-Télécom	2011	148,000 €
C1611	Institut Mines-Télécom	2012	148,000 €

Carrier ID	C1612
Carrier Title	STREETLIFE
Task Leader	Pistore, M. (Marco) | FBK | Fondazione Bruno Kessler
Carrier Website	http://www.streetlife-project.eu/
Carrier Description	FP7-SMARTCITIES-2013 project "Steering towards Green and Perceptive Mobility of the Future" aims at reducing carbon emissions through a sustainable mobility concept in cities based on ICT. Key concepts are: personalized realtime information & multimodal routing, incentives for sustainable mobility.
Why chosen	The carrier experiments in the Trento region multimodal mobility (including interated public and private mobility). It contributes to SmAll both the know how of the mobility environment and the techniques and tools for infomobility and route planning.
Start Date	01 Oct 2013
End Date	30 Sep 2016

Carrier ID	Partner	Year	Complementary funding (any source,except EIT) (€)
C1612	Fondazione Bruno Kessler	2013	24,000 €
C1612	Fondazione Bruno Kessler	2014	90,000 €
C1612	Fondazione Bruno Kessler	2015	125,000 €
C1612	Fondazione Bruno Kessler	2016	195,000 €

Carrier ID	C1613
Carrier Title	Smart Campus
Task Leader	Pistore, M. (Marco) | FBK | Fondazione Bruno Kessler
Carrier Website	http://www.smartcampuslab.it/
Carrier Description	Innovation project funded by Trento RISE (regional agency for research and innovation), Smart Campus aims at exploiting the University campus as a scaled down, but complete, model of a smart city, and at engaging students in service co-design and co-creation activities.
Why chosen	Mobility services have been one of the core domains in the Smart Campus project. The project has helped opening important data sources related to mobility and transportation in the Trento city (e.g., parking availability, bus and trains timetables and delays) and has produced "Viaggia Trento", the official mobility info and route planning app for the city of Trento.
Start Date	01 Jan 2012
End Date	31 Dec 2014

Carrier ID	Partner	Year	Complementary funding (any source,except EIT) (€)
C1613	Fondazione Bruno Kessler	2012	151,000 €
C1613	Fondazione Bruno Kessler	2013	174,000 €
C1613	Fondazione Bruno Kessler	2014	116,000 €

Carrier ID	C1614
Carrier Title	EGUISE
Task Leader	Bonnin, J-M. B. (Jean-Marie) | Télécom Bretagne |
Carrier Website	http://www.fbk.eu
Carrier Description	EGUISE explores new mobility patterns and develops an innovative offer based on access to electric vehicles integrated into public transport modes. Co-funded by the National French Agency for Sustainability (ADEME), it supports the development of overall ICT platforms for sustainable mobility.
Why chosen	EGUISE has a strong emphasis on innovative access to soft modes with the support of ICT technologies and is based on operational tests sites. Users are involved in testing dedicated tools.
Start Date	23 Sep 2013
End Date	31 Dec 2014

Carrier ID	Partner	Year	Complementary funding (any source,except EIT) (€)
C1614	Institut Mines-Télécom	2013	168,000 €
C1614	Institut Mines-Télécom	2015	80,000 €

Carrier ID	C1615
Carrier Title	DHR (Digital Health Revolution)
Task Leader	Kuikkaniemi, K. (Kai) | Aalto University | Aalto-korkeakoulusäätiö
Carrier Website	http://www.fbk.eu
Carrier Description	Aalto University develops MyData consent model in the DHR project. This consent model includes authorization server, operator interoperability and business model integration. Aalto also develops sector independent mechanisms of managing personal data and acknowledge MAAS as one of the use cases.
Why chosen	MyData infrastructure developed in the DHR can be utilized also in MAAS activities. MAAS operator needs detailed user intelligence in order to be operationally effective and forecast resource allocation.
Start Date	01 Aug 2014
End Date	31 Dec 2015

Carrier ID	Partner	Year	Complementary funding (any source,except EIT) (€)
C1615	Aalto-korkeakoulusäätiö	2014	50,000 €
C1615	Aalto-korkeakoulusäätiö	2015	200,000 €

Carrier ID	C1616
Carrier Title	B2M
Task Leader	Beach, D. (Darin) | Images et Réseaux | Images & Réseaux
Carrier Website	http://www.fbk.eu
Carrier Description	Broadcast Multimedia Mobile uses broadcasting and digital radio for displaying information towards mobile units smartphones or tablets. It aims at diverting content towards broadcasting from mobile networks for freeing the mobile networks from widely used and heavy to transfer contents.
Why chosen	This project will add the broadcasting technologies to the portfolio of the future Mobility Broker, enabling information display on several networks, radio and mobile networks.
Start Date	01 Oct 2011
End Date	31 Mar 2014

Carrier ID	Partner	Year	Complementary funding (any source,except EIT) (€)
C1616	Unallocated	2011	103,903 €
C1616	Unallocated	2012	415,612 €
C1616	Unallocated	2013	415,612 €
C1616	Unallocated	2014	103,903 €

Carrier ID	C1617
Carrier Title	System for monitoring and controlling the access to limited traffic areas in Trento
Task Leader	TOBE Defined, (Unknown 999) | AAA |
Carrier Website	http://www.fbk.eu
Carrier Description	Project of the Municipality of Trento, aims at monitoring and controlling the access to limited traffic areas in the Municipality of Trento by checking the license plates of vehicles passing through the limited traffic area access points.
Why chosen	This project is a key step in the strategy of the Municipality of Trento to offer on-line real-time services for the city mobility. Automated control of access to limited

traffic areas will enable the on-line puchase of short-time permits for occasional users.

Start Date 01 Jan 2016
End Date 31 Dec 2016

Carrier ID	Partner	Year	Complementary funding (any source,except EIT) (€)
C1617	Unallocated	2016	375,000 €

Carrier ID C1618
Carrier Title Future Internet Connected Content inCubator
Task Leader Beach, D. (Darin) | Images et Réseaux | Images & Réseaux
Carrier Website http://www.fic3.eu
Carrier Description The goal of FI-C3 is to implement an incubator for projects proposed by SMEs and individual entrepreneurs. Those projects address innovative products/services in three business domains: 1. Smart Territories, 2. Media & Contents, 3. Care & Well-being
Why chosen FI-C3 is an accelerator of phase 3 of the Future Internet PPP (FI-PPP) program, a joint action by European Industry and the European Commission within the Seventh Framework Programme of the European Community for research and technological development. The goals of FI-C£ are in line with the start up creation task and will reinforce the activities of that task.
Start Date 01 Jun 2014
End Date 31 Dec 2016

Carrier ID	Partner	Year	Complementary funding (any source,except EIT) (€)
C1618	Images & Réseaux (Images & Networks)	2014	154,000 €
C1618	Images & Réseaux (Images & Networks)	2015	300,000 €

5. Catalyst (KAVA)

Key Outputs (max 500 characters)

A cloud software platform that offers infrastructure and services (infomobility, planning, booking, purchasing, ticketing services) to mobility operators. 4 pilots in 4 regions with different operational and business settings, to assess technical & business feasibility of the SmAll approach and to acquire the first customers. Business models and marketing strategies validated on the pilots, and a business champion ready to sell. A master plan for the update of the SmAll model at EU level.

Workplan (max 2000 characters)

We candidate SmAll as an EARLY BIRD activity. For this reason, the workplan covers 15 months (Oct.2015-Dec.2016). The objective for year 2016 is to lay the groundwork to enable an innovative Europe-wide mobility service ecosystem based on the MaaS model. This objective requires technical work (integration of the SmAll software framework), validation of the overall approach (by its adoption in operational settings in the 4 pilot regions), preparation to business (market analysis, preparation of business models), and the lauch of the first business initiatives (start-up creation and commercialization of the solution). In parallel to all these activities, a constant knowledge and information exchange is required, to ensure a smooth and fast progress of the activity. In addition to this, a master plan will be produced, which collects the main outcomes of the activity and defines the strategy and the activities for the following years, aiming at spreading the approach across Europe and overseas. The workplan is organized in 4 phases and in 5 tasks (corresponding to catalysts T1-T5 in the following tables) + 1 management task (catalyst T0). The 4 phases are: PREPARATION [M1-M3]: collection and analysis of the technical components; analysis of IPR issues, definition of integration architecture, initial market analysis and preliminary business model. INTEGRATION AND PILOT PREPARAION[M4-M8]: technology maturation and integration of the SmAll software platform; set-up of the pilot environment (technical and non-technical activities). EVALUATION [M9-M12]: evaluation of the outcomes of the pilots, revision and consolidation of the business model. BUSINESS CREATION [M13-M15]: agreements on IPR, launch of spin-off, marketing activities, finalization of business model and marketing strategy, creation of the master plan. The tasks and their time span are described in the following tables.

Role of the KIC partner(s) (max 1500 characters)

ITALIAN PARTNERS: * Fondazione Bruno Kessler (FBK): activity leader; leader of catalyst A1606 (activity management) and A1602 (piloting and exploitation); coordination of Trento pilot; provider of techniques on mobility data brokering and travel planning; competences on urban mobility planning. * University of Bologna (UniBo): leader of A1601 (platform) and A1605 (mobility program); coordination of Bologna pilot; provider of techniques on data brokering and service orchestration. * REPLY: business champion, leader of A1604 (business model and marketing strategy); system integrator; cloud platform provider. * Regione Emilia Romagna, Mobility and Transport Councilorship (activity partner without EIT funding): Bologna pilot stakeholder. * Municipality of Trento - Urban and Mobility Planning department (activity partner without EIT funding): Trento pilot stakeholder. FINNISH PARTNERS: * Forum Virium Helsinki (FVH): coordinator of Helsinki provider; pilot of expertise on interoperability of interfaces. * HIIT-Aalto: provider of data privacy technologies. FRENCH PARTNERS: * Institut Mines-Télécom (IMT): innovation cluster in telecom; leader of A1603 (start-up); coordinator of Rennes pilot; competences in market analysis and start-up coaching. * Images & Réseaux: definition of business model and marketing strategies. * TDF (linked-partner from the Images & Réseaux cluster): telco service provider; MaaS enhancer.

Key Deliverables

Deliverable Description
Software: SmAll cloud software platform [M8]

Deliverable Description
Report: Guidelines for harmonisation and interoperability of interfaces and IPR [M8]
Report: Results of SmAll pilots deployment, evaluation and exploitation [M12]
Report: Results of start-up coaching, creation, and first commercialization tests [M14]
Report: SmAll business model and market strategy [M14]
Report: Master plan with strategy and follow-up activities for SmAll scale-up at EU level [M15]

Catalysts

Catalyst ID	A1601
Catalyst Title	Technology Maturation
Task Title	T1 - Enable Mobility as a Service
Task Leader	Callegati, F. (Franco) | U Bologna | DEIS
Description	A number of systems providing mobility information, as well as on-line ticketing systems exists today, therefore the feasibility of a technology supporting infomobility is demonstrated. The main issue for the scope of the Small proposal is that such systems are scattered, non-homogeneous and often not communicating with each other. The current scenario does not allow a seamless user experience and is somewhat hostile to new services which involves new actors (Uber, Blablacar) and/or original combinations of existing actors and operators. Therefore the existing infomobility technology must mature to provide enablers that make MaaS implementation simpler, with a reasonably low entry barrier for new business actors. The goal is to make the initially local pilots and business examples able to scale up at a regional and then european level with a limited effort nd a high probability of success. The maturation should initially start by harmonising de facto interfaces and API's between the layers of the ecosystem, specifically the ones between MaaS-operator and IT companies providing back office systems, and the ones between IT companies and transport providers. This would prevent the local bespoke interfaces blocking interoperability and ensure the forming of a global market for MaaS operators. The various technical components, related IPR issues etc, will be collected and analysed aiming at a thourough armonisation. The harmonisation will evolve towards the implementation of an architectural model which will provide seamless access to the many mobility related functionalities required for business creation, thus getting the operator free of the burden to get aquainted with the plethora of technologies available on the ground. Finallyo ensure users' perspective is given appropriate attention in a globalised mobility business, the MyData concept will be integrated into the harmonisation from the start. Official standardisation for MaaS will follow in a few years, but it is crucial for key stakeholders to already actively collaborate to eg harmonise APIs, much in same manner as was very successfully carried out in a recent project CitySDK (http://www.citysdk.eu/). The discussion around MaaS has often mentioned the term "GSM 2.0", which is used as analogy that could set the framework how to drive the harmonisation and standardisation to ensure global 'common market' for MaaS. This project will support that initiative perfectly. To ensure users' perspective is given appropriate attention in a globalised mobility business, the MyData concept will be integrated into the harmonisation from the start. Official standardisation for MaaS will follow in a few years, but it is crucial for key stakeholders to already actively collaborate to eg harmonise APIs, much in same manner as was very successfully carried out in a recent project CitySDK (http://www.citysdk.eu/). The discussion around MaaS has often mentioned the term "GSM 2.0", which is used as analogy that could set the framework how to drive the harmonisation and standardisation to ensure global 'common market' for MaaS. This project will support that initiative perfectly. [M1-8]
Partner Qualification	
Carriers	National project GIM Gestione Informata della Mobilità (Information Mobility Management);POR FESR 2007-2014;Six City Strategy/ Open data and interfaces ;WIDESPREAD-1-2014/ Finest twins;MG-5.1-2014 / Empower; PON HABITAT;EKOHUB;GREENFEED;ITEA-SEAS;SMV-Olabs ;ITSSV6;STREETLIFE;Smart Campus;EGUISE ;DHR (Digital Health Revolution);B2M;System for monitoring and controlling the access to limited traffic areas in Trento;Future Internet Connected Content inCubator
Deliverables	Software: SmAll cloud software platform [M8];Report: Guidelines for harmonisation and interoperability of interfaces and IPR [M8]
TM1 | What is the baseline status of the technology/product before the planned maturation?	Many infomobility systems not or just partially integrated. Lack of a shared and widely accepted architectural model for MaaS.
TM2 | What are the missing target features/performance requirements to support the planned business case?	Integration of existing systems is the first target. Such integration is the technological basis of the MaaS concept. Integration is not just concentration of data into a single infrastructure but includes an intermediate layer which provide seamless and configurable access to the data, so that they can be used in support of any sort of innovative service.
TM3 | What are the steps and milestones to achieve the market / tech-transfer readiness?	Define mobility data broker architecture according to results and exeriences already available at the project partner. Implement integration building blocks for the target geographies. implement a common set od APIs to the mobility data broker.
TM4 | What will be the status after completion of the task and who will take up the results?	The Mobility Data Broker will be the outcome of the task, this is not just one peace of software, but a series of softwares developed according to the same architectural principle and providing the same kind of interfaces to the mobility service provider. Start ups developed in Task 3 and vistula mobility operators investigated in task 4 will take up these results to enable their business.

Catalyst ID	Partner	Responsible	Role	Fte	Personnel (all types) (€)	Travel and subsistence costs (€)	Equipment and Infra depreciation (€)	Other direct costs (€)	Indirect costs (according H2020) (€)	Sub Granting (€)	Sub Contracting (€)	Prizes (€)	EIT Contribution (€)	Co funding (any source, except EIT) (€)	Total (€)
A1601	073 U Bologna	Callegati, F. (Franco)	Task Leader	1.00	65,000 €	0 €	0 €	0 €	16,250 €	0 €	0 €	0 €	40,625 €	40,625 €	81,250 €
A1601	062 FBK	Pistore, M.	Contributor	1.00	66,000 €	0 €	0 €	0 €	16,500 €	25,000 €	0 €	0 €	53,750 €	53,750 €	107,500

Catalyst ID	Partner	Responsible	Role	Fte	Personnel (all types) (€)	Travel and subsistence costs (€)	Equipment and Infra depreciation (€)	Other direct costs (€)	Indirect costs (according H2020) (€)	Sub Granting (€)	Sub Contracting (€)	Prizes (€)	EIT Contribution (€)	Co funding (any source, except EIT) (€)	Total (€)
		(Marco)													€
A1601	098 Reply	Griva, M. (Maurizio)	Contributor	1.00	55,000 €	0 €	0 €	0 €	13,750 €	0 €	0 €	0 €	34,375 €	34,375 €	68,750 €
A1601	016 Aalto	Kuikkaniemi, K. (Kai)	Contributor	0.50	32,500 €	0 €	0 €	0 €	8,125 €	0 €	0 €	0 €	30,479 €	10,146 €	40,625 €
A1601	019 Inst.Mines	Bonnin, J-M. B. (Jean-Marie)	Contributor	0.50	33,000 €	0 €	0 €	0 €	8,250 €	0 €	0 €	0 €	20,625 €	20,625 €	41,250 €
A1601	046 I&R	Darin, M. (Marco)	Contributor	0.25	17,500 €	0 €	0 €	0 €	4,375 €	0 €	0 €	0 €	10,938 €	10,937 €	21,875 €
A1601	999 Unallocated	TOBE Defined, (Unknown 999)	Contributor	0.25	20,000 €	0 €	0 €	0 €	5,000 €	25,000 €	0 €	0 €	25,000 €	25,000 €	50,000 €

Catalyst ID	A1602
Catalyst Title	Technology Transfer
Task Title	T2 - SmAll Piloting and Exploitation
Task Leader	Pistore, M. (Marco) | FBK | Fondazione Bruno Kessler
Description	The objective of this task is to pilot the SmAll framework in real operational conditions, in order to: (1) evaluate the technical and business feasibility of the approach; (2) classify and evaluate the technologies and components of the different partners against maturity status and (market) value; (3) detect and report any significant obstacle, at the technical, business and policy level; (4) procude evidence for the refined of the market startegy for SmAll. This activity includes all the integration, deployment, customization, monitoring and management activities that are necessary to achieve these objectives. Four different regions will be covered by this task: Emilia Romagna region (IT), city of Trento (IT), city of Helsinki (FI) and region of Brittany (FR). These regions offer a variety of different contexts (mobility service requirements and offers; technical settings; social, economic and organizational context) and represent a very significant sample for the analysis and evaluation undertaken in the task. The activities in the different pilots will be conveniently staggered in order to allow for an efficient usage of the involved personnel. [M4-M12]
Partner Qualification	
Carriers	National project GIM Gestione Informata della Mobilità (Information Mobility Management);POR FESR 2007-2014;Six City Strategy/ Open data and interfaces ;WIDESPREAD-1-2014/ Finest twins;MG-5.1-2014 / Empower; PON HABITAT;EKOHUB;GREENFEED;ITEA-SEAS;SMV-Olabs ;ITSSV6;STREETLIFE;Smart Campus;EGUISE ;DHR (Digital Health Revolution);B2M;System for monitoring and controlling the access to limited traffic areas in Trento;Future Internet Connected Content inCubator
Deliverables	Report: Results of SmAll pilots deployment, evaluation and exploitation [M12];Report: Master plan with strategy and follow-up activities for SmAll scale-up at EU level [M15]
TT1 | What is the technology to be transferred and what exactly will be contained in the transfer package?	The technology to be transferred consists of the IT tools and services of the SmAll framework. The technology will be transferred in terms of customized (info, planning, booking, purchasing) services for the four pilot regions, These services will be delivered though the clound infrastructure made available by REPLY, according to the "Sofwtare as a Service" model.
TT2 | From which partners or other stakeholders does the technology come from?	Technical partners of the activity who own the IT tools and servicies necessary for the pilot.
TT3 | To whom will it be transferred to and for which business case will it be used?	It will be transferred to REPLY, the SmAll business champion, who will take care of provisioning these services through their cloud infrastructure and, if needed, to establish legal and commercial agreements with the 4 cities/regions involved in the pilots.
TT4 | What are the milestones and the success criteria of a completed transfer?	By M8 it is expected to have the framework fully operative on three of the four pilot regions. By M12 it is expected to have a first analysis and evaluation of the pilots.

Catalyst ID	Partner	Responsible	Role	Fte	Personnel (all types) (€)	Travel and subsistence costs (€)	Equipment and Infra depreciation (€)	Other direct costs (€)	Indirect costs (according H2020) (€)	Sub Granting (€)	Sub Contracting (€)	Prizes (€)	EIT Contribution (€)	Co funding (any source, except EIT) (€)	Total (€)
A1602	062 FBK	Pistore, M. (Marco)	Task Leader	0.80	52,800 €	0 €	0 €	0 €	13,200 €	0 €	0 €	0 €	33,000 €	33,000 €	66,000 €
A1602	999 Unallocated	TOBE Defined, (Unknown 999)	Contributor	0.40	24,480 €	0 €	0 €	0 €	6,120 €	0 €	0 €	0 €	15,300 €	15,300 €	30,600 €
A1602	073 U	Callegati, F.	Contributor	0.70	45,500 €	0 €	0 €	0 €	11,375 €	30,000 €	0 €	0 €	43,438 €	43,437 €	86,875

Catalyst ID	Partner	Responsible	Role	Fte	Personnel (all types) (€)	Travel and subsistence costs (€)	Equipment and Infra depreciation (€)	Other direct costs (€)	Indirect costs (according H2020) (€)	Sub Granting (€)	Sub Contracting (€)	Prizes (€)	EIT Contribution (€)	Co funding (any source, except EIT) (€)	Total (€)
	Bologna	(Franco)													€
A1602	098 Reply	Griva, M. (Maurizio)	Contributor	1.00	55,000 €	0 €	0 €	10,000 €	16,250 €	0 €	0 €	0 €	40,625 €	40,625 €	81,250 €
A1602	102 ForumVirium	Spilling, K.J.S. (Kaisa)	Contributor	0.40	32,000 €	0 €	0 €	0 €	8,000 €	0 €	0 €	0 €	30,000 €	10,000 €	40,000 €
A1602	016 Aalto	Kuikkaniemi, K. (Kai)	Contributor	0.25	16,250 €	0 €	0 €	0 €	4,062 €	0 €	0 €	0 €	15,234 €	5,078 €	20,312 €
A1602	019 Inst.Mines	Bonnin, J-M. B. (Jean-Marie)	Contributor	0.50	33,000 €	0 €	0 €	0 €	8,250 €	0 €	0 €	0 €	20,625 €	20,625 €	41,250 €
A1602	999 Unallocated	TOBE Defined, (Unknown 999)	Contributor	0.25	20,000 €	0 €	0 €	0 €	5,000 €	0 €	0 €	0 €	12,500 €	12,500 €	25,000 €

Catalyst ID	A1603
Catalyst Title	Business Launch
Task Title	T3 - Start up implementation
Task Leader	Bonnin, J-M. B. (Jean-Marie) | Télécom Bretagne |
Description	The catalyst will investigate the creation of at least one start-up based on the activities in Task 1 and Task 2. The catalyst will develop several steps of the go-to-market strategy : the analysis of the value chain and the market segments to be targeted by the start up, the elaboration of a market analysis, the business model and business plan, the choice of products to commercialise. It also plans to coach the start up managers, decide of the structure and the capital of the start up, support it for access to finances (Regional schemes and National programmes) and ensure its incubation. The two teams aiming at start-up creation are in Rennes and in Bologna; the first based on IMT team, the latter one based on the team in Bologna. The incubation of the start-ups is ensured by the SMALL partners-clusters and the « SMALL Angels » the companies already involved with the clusters. In one year of SMALL, the accelerator and the specific structure of the consortium will allow reaching an advanced stage towards market with a validated product and established commercial partnerships. In particular, the start-up based in Bologna aims to develop micro-services for the mobility broker with a particular emphasis on added value services for groups of persons, such a tourists, visitors of museums, families who are going out etc. These groups often need to plan their activities, taking into account different (temporal, economical, cultural) constraints and preferences. The solution developed could provide these added values services focusing, for the first prototypes, on the application for tourists in Emilia Romagna and in the Riviera. In Rennes, the focus will be on building real time services for users on the move with two broadcasting channels (digital radio and mobile telecommunication networks) and ensuring that these services are accessible to all users whatever their age (from children to elderly), disability (sight, audition), language spoken (tourists), literacy. The prototype will propose a set of services for reserving, paying, finding the quickest, economic and sustainable mode to travel and guidance during the trip. It will be developed on three first market segments (children for reconciliation with soft mode, elderly for facilitating he transition fro car to public modes and walking, and tourists) and tested with 3 cities in Brittany, and with the support of TDF on the broadcasting networks. [M9-M14]
Partner Qualification	
Carriers	POR FESR 2007-2014;ITEA-SEAS;STREETLIFE;Future Internet Connected Content inCubator
Deliverables	Report: Results of start-up coaching, creation, and first commercialization tests [M14]
BL1 | What is the starting point for the business scenario/model that will be developed (e.g. what sales channels exist, which markets are known, etc.)?	The starting point of the business scenario is based on three main triggers: - The existing market of mobility assistants built on by geo-localisation technologies and embedded in mapping systems (Google, Michelin,..) - The fast growing number and type of available data that will enhance the services and include full real time, additional layers of information (maps, transport modes, shops, virtual shopping, 3D street views, personalized guidance systems, level of pollution, events, traffic, …) - The emerging market of "smart city" solutions integrating these data into agile solutions, reinforced by the rapidly growing connected objects market, this combination making information available on more and more supports (phone, watches, portable devices, urban furniture,..). Preferred Market entries wil be by exploiting collaboraion and links with: - market leaders members of relevant clusters and already identified and involved: for instance Orange, Michelin, SNCF, KEOLIS, RATP, TDF in France - with cities and Regions: the Smart City Alliance on Brittany (Brest, Lorient, Saint Brieuc), the Municipality of Trento, the Mobility and Transport Councillorship of the Emilia Romagna region.
BL2 | What are the specific business modelling and go-to-market steps towards a business launch?	Phase 1: positioning in the markets ⇒ Analysis of the value chain, identification of value and strategy → positioning on the value chain (key activities), partnerships mapping (key partners) ⇒ Market analysis and identification of market segments → market opportunities, size of markets, market access strategy (value proposition) ⇒ Analysis of competitors and other solutions → shape the offer, define specifications (value proposition) ⇒ Analyzing customers relations and benchmarking prices and revenue → set up preliminary revenue structure and pricing strategy (customer identification and relations, commercialization channels, costs and revenues) ⇒ Identification f competencies needed in the start-up (key resources) Phase 2: incremental improvement, design and tests ⇒ Detailed product specification, cooperation with "SMALL Angels" companies ⇒ Acceptance test in Living Labs (in a selection of partner cities and regions) ⇒ Testing, verification, certification (if required) ⇒ "design clinic" with SMALL partners ⇒ Test deployment in living lab, user testing
BL3 | What is the expected result of the completed Business Launch task?	The catalyst will have 4 outputs in supporto to start up creation, based on the exploitation of the technologies and services developed in the carriers, focused and tested in the MaaS project: Output 1: business plan with key activities, key partners, key resources, value proposition, customer identification and relations, commercialization channels, costs and revenues. Output 2: gathering the right mix of competencies and profiles for creating the start-up, evaluation of capital needs and contacts with business angels, Output 3: Creation of the start-up, finalized business model, tests in Living labs Output 4: Commercialization strategy tested on first market(s).

Catalyst ID	Partner	Responsible	Role	Fte	Personnel (all types) (€)	Travel and subsistence costs (€)	Equipment and Infra depreciation (€)	Other direct costs (€)	Indirect costs (according H2020) (€)	Sub Granting (€)	Sub Contracting (€)	Prizes (€)	EIT Contribution (€)	Co funding (any source, except EIT) (€)	Total (€)
A1603	073 U Bologna	Sangiorgi, D. (Davide)	Contributor	1.00	65,000 €	0 €	0 €	0 €	16,250 €	0 €	0 €	0 €	40,625 €	40,625 €	81,250 €
A1603	019 Inst.Mines	Bonnin, J-M. B. (Jean-Marie)	Task Leader	2.85	188,100 €	0 €	0 €	0 €	47,025 €	0 €	0 €	0 €	117,563 €	117,562 €	235,125 €
A1603	046 I&R	Beach, D. (Darin)	Contributor	0.60	42,000 €	0 €	0 €	0 €	10,500 €	0 €	0 €	0 €	26,250 €	26,250 €	52,500 €
A1603	999 Unallocated	TOBE Defined, (Unknown 999)	Contributor	0.50	40,000 €	0 €	0 €	0 €	10,000 €	25,000 €	0 €	0 €	37,500 €	37,500 €	75,000 €

Catalyst ID	A1604
Catalyst Title	Business Launch
Task Title	T4 - SmAll Business Model and Marketing Strategy
Task Leader	Griva, M. (Maurizio) | Reply | Reply SpA
Description	The objective is to define a detailed value network for the MaaS ecosystem, as well as to define and put in action detailed business model and marketing strategy for mobility operator service providers (i.e., companies providing infrastructure and services to enable third party mobility operators). In particulat, REPLY, leader of this task and SmAll business champion, will servce as a specific instance of mobility operator service providers. As part of the definition of the business model, a cost structure and revenue stream will be defined. In this phase, agreements will be defined with the IPR owners of pre-existing knowledge and developed components (software, designs, business contacts), based on the marked value assessed in task T2. . Lincence agreements (exclusive or non-exclusive) will be created by the the business champion with the IPR-owning partners; alternatively, revenue-sharing agreements will be explored. If the IPR-owning partner would prefer to bring its contribution for free. The (very ambitious) goal of this task is to be able to acquire the first (paying) customer during year 2016. [M1-M3,M9-M14]
Partner Qualification	
Carriers	Six City Strategy/ Open data and interfaces ;WIDESPREAD-1-2014/ Finest twins;MG-5.1-2014 / Empower;STREETLIFE;Smart Campus;DHR (Digital Health Revolution);System for monitoring and controlling the access to limited traffic areas in Trento
Deliverables	Report: SmAll business model and market strategy [M14];Report: Master plan with strategy and follow-up activities for SmAll scale-up at EU level [M15]
BL1 | What is the starting point for the business scenario/model that will be developed (e.g. what sales channels exist, which markets are known, etc.)?	The partners and sub-grantee involved in this activity ensure a stromg understanding of the MAAS model: in particular, sub-grantee MaaS.fi is the first commercial MaaS operator to have full end-to-end service portfolio, based in and cooperating with city of Helsinki - the first city to adopt this model form mobile its local mobile service ecosystem. The consortium also has a detailed knowledge of the mobility and transport service market and business eco-system in the 4 regions targeted by the activity. The partners in the consortium have direct contact both with public administrations and with transport operators in these regions. Task T2 will allow to collect any missing information and to validate the assumptions in the 4 target regions.
BL2 | What are the specific business modelling and go-to-market steps towards a business launch?	This task will operate in two different phases of the activity. In the initial phase of the project (M1-M3) it will perform a market analysis and prelimary definition of business model. This will include an analysis of value network, market segments, competitors and potential partners, marketing and sales channels, revenue models. A set of assumptions and hypotheses will be produced, that are validated as part of acttivity T2. In the second phase of the activity (M9-M14), the outcomes of task T2 will be exploited to consolidate and refine the analysis, to deliver final business model and marketing strategy, and to roll them out
BL3 | What is the expected result of the completed Business Launch task?	Detailed business model (including cost structure and pricing and revenue model) and marketing strategy.

Catalyst ID	Partner	Responsible	Role	Fte	Personnel (all types) (€)	Travel and subsistence costs (€)	Equipment and Infra depreciation (€)	Other direct costs (€)	Indirect costs (according H2020) (€)	Sub Granting (€)	Sub Contracting (€)	Prizes (€)	EIT Contribution (€)	Co funding (any source, except EIT) (€)	Total (€)
A1604	062 FBK	Pistore, M. (Marco)	Contributor	1.70	112,200 €	0 €	0 €	0 €	28,050 €	25,000 €	0 €	0 €	82,625 €	82,625 €	165,250 €
A1604	098 Reply	Griva, M. (Maurizio)	Task Leader	3.50	192,500 €	0 €	0 €	0 €	48,125 €	0 €	0 €	0 €	120,313 €	120,312 €	240,625 €
A1604	102 ForumVirium	Spilling, K.J.S. (Kaisa)	Contributor	0.20	16,000 €	0 €	0 €	0 €	4,000 €	42,500 €	0 €	0 €	46,875 €	15,625 €	62,500 €
A1604	999 Unallocated	TOBE Defined, (Unknown 999)	Contributor	1.85	148,000 €	0 €	0 €	0 €	37,000 €	0 €	0 €	0 €	92,500 €	92,500 €	185,000 €

Catalyst ID	A1605
Catalyst Title	CLC Mobility Program
Task Title	T5 - Knowledge Sharing and Solution Transferability
Task Leader	Callegati, F. (Franco) | U Bologna | DEIS
Description	The objective of this catalyst is to facilitate the knowledge sharing among partners and regions of best practices and open challenges concerning the technical, business and policy aspects affecting the adoption of the MAAS model. This is a necessary condition for speed un learning and imporve the transferrability of modela, approaches and solutions across regions. To this purpose, an intense mobility programme across regions is organized, involving technical profiles, innovation managers and business experts of the SmAll partners. In addition, one event will be organized in the EIT ICT Labs HUB in San Francisco (United States), as a way to learn the American context, to market the SmAll solutions overseas and to pave the way for SmAll companies to enter the US market. [M1-M15]
Partner Qualification	
Carriers	
Deliverables	Report: Master plan with strategy and follow-up activities for SmAll scale-up at EU level [M15]
CLC1 | What is the mobility scenario you are requesting support for?	Each visit has an indicative duration of 2 weeks (corresponding to 0,05 FTE); simultaneous visits to the same destination region of more persons, from one or more different home regions, are encouraged. The visits are organized during the different phases of the project, according to the knowledge / experience / solution to be shared / transferred. The visit to the EIT ICT Labs HUB will happen at M12.
CLC2 | What is the home, what the destination CLC and organisation (per person)?	All CLC involved in the activity are both home and destination for visits. Number of outgoing visits per partner are as follows: FBK: 10, University of Bologna: 6, REPLY: 10, Forum Virium Helsinki: 3, Institut Mines-Télécom : 3. During each visit, the visitor is supposed to get in contact with as many partners of the destinarion region as possible/useful.
CLC3 | What is the length of the stay at destination (per person)?	Each visit has an indicative duration of 2 weeks (corresponding to 0,05 FTE).

Catalyst ID	Partner	Responsible	Role	Fte	Personnel (all types) (€)	Travel and subsistence costs (€)	Equipment and Infra depreciation (€)	Other direct costs (€)	Indirect costs (according H2020) (€)	Sub Granting (€)	Sub Contracting (€)	Prizes (€)	EIT Contribution (€)	Co funding (any source, except EIT) (€)	Total (€)
A1605	062 FBK	Pistore, M. (Marco)	Contributor	0.50	33,000 €	15,000 €	0 €	0 €	12,000 €	0 €	0 €	0 €	30,000 €	30,000 €	60,000 €
A1605	073 U Bologna	Callegati, F. (Franco)	Task Leader	0.30	19,500 €	10,000 €	0 €	0 €	7,375 €	0 €	0 €	0 €	18,438 €	18,437 €	36,875 €
A1605	098 Reply	Griva, M. (Maurizio)	Contributor	0.50	27,500 €	15,000 €	0 €	0 €	10,625 €	0 €	0 €	0 €	26,563 €	26,562 €	53,125 €
A1605	102 ForumVirium	Spilling, K.J.S. (Kaisa)	Contributor	0.15	12,000 €	5,000 €	0 €	0 €	4,250 €	0 €	0 €	0 €	15,938 €	5,312 €	21,250 €
A1605	019 Inst.Mines	Bonnin, J-M. B. (Jean-Marie)	Contributor	0.15	9,900 €	5,000 €	0 €	0 €	3,725 €	0 €	0 €	0 €	9,313 €	9,312 €	18,625 €
A1605	046 I&R	Beach, D. (Darin)	Contributor	0.15	10,500 €	5,000 €	0 €	0 €	3,875 €	0 €	0 €	0 €	9,688 €	9,687 €	19,375 €
A1605	999 Unallocated	TOBE Defined, (Unknown 999)	Contributor	0.15	12,000 €	5,000 €	0 €	0 €	4,250 €	0 €	0 €	0 €	10,625 €	10,625 €	21,250 €

Catalyst ID	A1606
Catalyst Title	Innovation Leader
Task Title	T0 - Activity Management
Task Leader	Pistore, M. (Marco) | FBK | Fondazione Bruno Kessler
Description	Administrative and technical management of the whole activity. [M1-M15]
Partner Qualification	
Carriers	
Deliverables	
IL1 | Why is the proposed person well positioned to make the activity a success (expertise, experience, profile, soft skills…)? Please provide a crisp answer with specific examples.	Marco Pistore (PhD) is currently responsible of FBK's unit "Smart Community": this in a “high-impact initiative” of FBK that has the goal of exploiting FBK's research results and transform them in tangible results for the territory and the society and in market products. The area of competence covers differet fields in the Smart City and Smart Society domain, including smart mobility. The unit consists of a group of 12 innovation managers, project managers and technologists that work in strict collaboration with the researchers of the other FBK's units. Previously (2006-2014), Marco has been Resarch Director in FBK and has directed the “Service Oriented Applications” research unit. Marco has 12 years of experience in the management of research teams and projects: has been responsibility of research groups and project teams (up to more than 30 persons); has been scientific coordinator and partner coordinator of regional, national and EU research and innovation projects; has

been responsibility of technology transfer project with National and International companies. Since 2009 he is also CEO and co-founder of SAYservice, a small IT company that develops and commercializes advanced solutions for service interoperability.

IL2 | Would you be interested in the optional Entrepreneur Matchmaking mechanism? (yes/no; Please refer also to the Call for Proposals 2016 document for further explanations).

No.

Catalyst ID	Partner	Responsible	Role	Fte	Personnel (all types) (€)	Travel and subsistence costs (€)	Equipment and Infra depreciation (€)	Other direct costs (€)	Indirect costs (according H2020) (€)	Sub Granting (€)	Sub Contracting (€)	Prizes (€)	EIT Contribution (€)	Co funding (any source, except EIT) (€)	Total (€)
A1606	062 FBK	Pistore, M. (Marco)	Task Leader	1.00	66,000 €	10,000 €	0 €	5,000 €	20,250 €	0 €	0 €	0 €	50,625 €	50,625 €	101,250 €
A1606	073 U Bologna	Callegati, F. (Franco)	Contributor	0.00	0 €	10,000 €	0 €	0 €	2,500 €	0 €	0 €	0 €	6,250 €	6,250 €	12,500 €
A1606	098 Reply	Griva, M. (Maurizio)	Contributor	0.00	0 €	5,000 €	0 €	0 €	1,250 €	0 €	0 €	0 €	3,125 €	3,125 €	6,250 €
A1606	102 ForumVirium	Spilling, K.J.S. (Kaisa)	Contributor	0.00	0 €	10,000 €	0 €	0 €	2,500 €	0 €	0 €	0 €	9,375 €	3,125 €	12,500 €
A1606	016 Aalto	Kuikkaniemi, K. (Kai)	Contributor	0.00	0 €	5,000 €	0 €	0 €	1,250 €	0 €	0 €	0 €	4,687 €	1,563 €	6,250 €
A1606	019 Inst.Mines	Bonnin, J-M. B. (Jean-Marie)	Contributor	0.00	0 €	10,000 €	0 €	0 €	2,500 €	0 €	0 €	0 €	6,250 €	6,250 €	12,500 €
A1606	046 I&R	Beach, D. (Darin)	Contributor	0.00	0 €	5,000 €	0 €	0 €	1,250 €	0 €	0 €	0 €	3,125 €	3,125 €	6,250 €
A1606	999 Unallocated	TOBE Defined, (Unknown 999)	Contributor	0.00	0 €	5,000 €	0 €	0 €	1,250 €	0 €	0 €	0 €	3,125 €	3,125 €	6,250 €

KPI targets for 2016

KPI Info	KPI Title	KPI Target Value
	# involved customers	12
	CLC01.01 Number of people working daily in CLCs	0
	EIT03.01 Number of business ideas incubated	0
	EIT04.01 Number of start-ups/spin- offs created	1
	EIT05.01 Number of knowledge adoptions (by KIC partners) that are direct output of a KIC Activity	2
	EIT05.02 Number of knowledge transfers that are direct output of a KIC Activity	3
	EIT06.01 Number of new or improved products/services/processes launched into the market	1

Justification

1. Personnel Justification

The core activities of the project are carried out in catalysts T1-T4 and therefore the major part of the effort is assigned to them: T1, Enable Mobility as a Service, has a

The FTE related budget for the catalyst tasks is 1,562,230.00 €. The planned FTE for the catalysts tasks sums up to 23.90 FTE with an average cost of 65,365.24 € / FTE.

total of 4.5 FTEs (~19% of the total FTEs), corresponding to €289,000; T2, SmAll Piloting and Exploitation, has a total of 4.3 FTEs (~ 18%), corresponding to €279,030; T3, Start up implementation, has a total of 4.95 FTEs (~ 21%), corresponding to €335,100; and T4, SmAll Business Model and Marketing Strategy, has a total of 7.25 FTEs (~ 30%), corresponding to €468,700. The effort allocated to T5, Knowledge Sharing and Solution Transferability, (1.9 FTEs - ~ 8%, corrisponding to €124,400) correspond enterily to the time spent abroad by the traveling personnel. T0 consists of management activities and has 1 FTE (~ 4%), corresponding to €66,000.

2. Travel & Subsistence Cost Justification

Travel & Subsistence Costs to an amount of 120,000.00 €.

Two kinds of travel expenses are considered in the budget. Expenses for project meetings are reported under T0, range from 5.000 Euro to 10.000 Euro. Travels and subsistence costs for the mobility foreseen in T5 are reported under T5; the range is between 5.000 Euro and 15.000 Euro depending on the total time spent abroad by the partner.

3. Other Direct Cost Justification

Other Direct Cost to an amount of 15,000.00 €.

FBK's other direct costs are for dissemination material and other minor expenses. REPLY's other direct costs are a contribution to the hosting costs the partner will incur.

5. SubGranting Justification

SubGranting to an amount of 172,500.00 €.

* FBK (subgrant 1): a. max 25K€; b. cover the FTEs (approx 0.5 FTE); c. SME that will contribute with expertise in mobility planning for medium size Italian cities; a possible sub-grantee is CAIRE urbanistica, because it collaborates with FBK in the STREETLIFE carrier; d. Selection will be based on local rules of the grantor but will guarantee open calls and transparent screening processes. Criteria: 1) overall excellence and business potential, 2) added value for EIT ICT Labs action lines, 3) expertise of grantee. * FBK (subgrant 2): a. max 25K€; b. cover the FTEs (approx 0.5 FTE); c. SME that contribute with expertise on inter-modal travel planning; a possible sub-grantee is SAYservice because it has long standing collaborations with FBK on this topic; d. Same as above. * UniBo: a. max 30K€; b. cover the FTEs (approx 0.6 FTE); c. SME that will support the deployment of microservices orchestration technologies; a possible subgrantee is Italiana Software a SME that already collaborates with Unibo on this topics; d. Same as FBK. * IMT: a. max 50K€; b. cover the FTEs (approx 0.8 FTE); c. local business accellerator in sustainable mobility market for market analysis & start up coaching and for preparing the tests in living labs; a possible subgrantee is ID4CAR; d. Same as FBK. * FVH: a. max 42.5K€; b. cover the FTEs (approx 0.5 FTE); c. local MaaS operator with competences on harmonisation and interoperability issues; a possible subgrantee is MaaS.fi; d. Same as FBK.

Main location(s) of execution (max 3)

☐ Berlin CLC	☐ London CLC	☐ Paris CLC	☐ Stockholm CLC
☐ Eindhoven CLC	☐ Milano Satellite	☑ Rennes Satellite	☑ Trento CLC
☑ Helsinki CLC	☐ Munich Satellite	☐ Sophia Antipolis Satellite	☐ Other

6. Remarks

Endorsed by BDA ☑

Remarks History

29 May 2015 16:24 PM | **Pistore, M. (Marco)** | **Author**
Dear Marianne:
- Deliverables: tried to change them so that they match with the def: now they are etither software or reports
- KIC partners: removed subgrants and replaced reference to tasks with reference to cathalists
- Budget justification / Subgrants: structured the description according to the 4 criteria.

27 May 2015 00:00 AM | **Quality Check** | **Quality Check**
Marianne daSilva : Tab 2 (Impact):ok
Tab 2 (Team Set Up):ok
deliverables: please click on the info button and read what is accepted as deliverables. Yours do not match this definition
Tab 5: KIC partner: please do not list Tasks as the Eit has no idea about them. Please do not list subgrantees, only KIC partners should be listed here.
budget justification: please be clearer in your subgrantee justification. do not write possible or not.. and start each subgrant justification with its 4 criteria with 1. or 2. or 3. so that it is clearer

22 May 2015 17:19 PM | **Pistore, M. (Marco)** | **Author**
MaaS.fi (subgrant of FVH: see http://maas.fi/) is the first commercial MaaS operator to have full end-to-end service portfoli,o thanks to the collaboration with the city of helsinki. They are competent of all the aspect you list.

- Infomobility: all territories already have infomobility systems; furthermore, data are typically already openly available;
- Trip planning: FBK / SAYservice (sub-grant of FBK) provide the paltform for personalized travel planning (the platform is already in production in Treno and Rovereto, and marketing is starting this year)
- Trip boooking, purchasing and ticketing services: except in Finland (MaaS.fi), these components have to be developed in the project. The problem here is NOT in the technologies, but in the access to legacy systems. Situation is under control in the 4 pilot territories, thanks to the local relations with the stakeholders.
- Financial clearing: UniBO is developing the clearing system for public transportation (busses operated by different companies) in the Emilia Romagna region. Reply is also competent on this issue.

22 May 2015 16:19 PM | **BETIS, G.B. (Gilles)** | **ALL**
You are mentionning in tab5, key outputs :A cloud software platform that offers infrastructure and services (infomobility, planning, booking, purchasing, ticketing services) to mobility operators.
Can you tell me which of the partners are providing the mature technologies for interoperable services in :
- infomobility
- trip planning
- trip booking,
- purchasing and ticketing services

Furthermore you do not mention any technology provider for financial clearing between operators. What are your plans in this area ?

22 May 2015 14:40 PM | **Magni, P. (Paolo)** | **BDA**
Define the new product/service?
Yes Fair
Economic/Societal impact description: Quantified and referenced?
Yes Fair
Business champion(s) in the Activity: who will bring the value to market?
Yes Good
Business Analysis & Planning (tasks, in Activity): are the target markets defined and quantified?
Yes Fair
Business/Customer stakeholders: are value chain stakeholders identified?
Yes Good
Who are the named customers (brands, early adopters)?
Yes Good
Customers/End users involved in the validation, piloting, etc. (tasks, in Activity)?
Yes Good
Communities?
Yes Fair
Business Community involvement in Activity: ICT Labs Business Communities SME or startup involved?
No
IP/ownership organized? Bottom line: Is everything done for the value to be sold (= contracts)?
Yes Good
Revenue / Pricing scenarios?
Yes Good
Go-To-Market planning and Implementation (tasks, in Activity, Marketing, Sales & Contracting)?
Yes Good
Can the goals be reached in the timeframe?
Yes Good

7. Uploads (optional)

Uploads

File Name	Description	Submitted By	Submitted On	Download
small2.mp4	Small video pitch	Callegati, F. (Franco)	22 May 2015 05:53 PM	

Time Stamp: 01 June 2015 09:25 AM