



Horizon 2020 European Union funding for Research & Innovation

Grant Agreement No 688156



symbloTe

Co-create virtual interoperable IoT smart city applications and services

symbloTe Team

17 October 2018, Barcelona



Business Sustainability



What is the real market need that you are addressing? Current solutions in the market?

What is your key differentiator?

Potential Market? – Size, Countries, etc.



Business Model – B2B or B2C?

How will it generate revenue?

Social / Environmental impact of your application

Business Model Canvas

Key Partners	Se de la constante de la const	Key Activities	Â	Value Proposition		Customer Relationships	\mathcal{Q}	Customer Segments	A
		Key Resources	e la companya de la compa			Channels			
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Cost Structure				- Multi	Revenue Streams				G

Business Pitch - Tips





- Live demo of the solution Enough tests prior to the demo
- Prepare a 30 second elevator pitch
- Storyline for your potential business idea
- Anticipate questions and have your answers ready
- This is a Hackathon so prepare well to answer technical questions!
- Business Model Canvas
- Keep it simple and precise
- Practise your presentation before
- Keep it within alloted time

Feedback



- symbloTe is still evolving
- We welcome your technical and general feedback for improvement
- Feedback forms containing a short survey will be provided at the end of the HackaTown





info@symbiote-h2020.eu



@symbiote_h2020



github.com/symbiote-h2020





www.symbiote-h2020.eu





@symbiote_h2020

github.com/symbiote-h2020

Thank you!

Questions?

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