

WP and SME benefits

Project MobiCloud perspective

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MobiCloud and platforms

- MobiCloud project
 - Cloud-based enterprise mobility platform
 - 4 SMEs in consortium
 - 3 product based SMEs interested in new products
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- New products are easier to build on platforms
 - Cloud-based platforms simplify devt and distribution

EC wants more (successful) SMEs

- IT SMEs are among the easiest to start
- 50% new businesses fail in first 5 years
- Even new more products fail in the first year

Reasons for failure

- Misidentified opportunities & troublesome execution
- Current WP already addresses a lot of issues with execution:
 - Finance;
 - Mentoring;
 - Entrepreneurship academies & labs;
 - Business idea contests.

Misidentified opportunities

- Good markets v good products
- Barely touched markets with long tails of opportunities:
 - Construction
 - Healthcare
 - Banking
- Not only disruptive innovation but structural innovation (more WP assistance needed)

Structure long-term app challenges

- MobiCloud construction app challenge
- Commitment from industry experts
- Trial agreements
- Strongly validated opportunities in high entry barrier market

Concern over large scale disruption

- Uber
- AirBnB