

BONSAPPS

D6.2 Communication and Dissemination Report #1

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Abbreviations

EC: European Commission
DoA: Description of Action
GA: Grant Agreement
WP: Work Package
OC1: First Open Call
Eol: Expression of Interest
SME: Small and Medium Enterprise
BMP: Bonseyes Marketplace Platform
AI-a-a-S: AI-as-a-Service
AI: Artificial Intelligence
DTA: Digital Transformation Agents
DIH: Digital Innovation Hubs
PPP: Public Private partnerships
NCP: National Contact Points
FBA: Fundingbox Accelerator
BCA: Bonseyes Community Association
ISDI: Instituto Superior para el Desarrollo de Internet
AI4EU: Advancing Europe through collaboration in AI project GA number 825619
CSA: Coordination and Support Action
PR: Press Release

Executive Summary

This document represents the deliverable D6.2 Communication and dissemination Report #1 for the BonsAPPS project (project reference: 101015848) and covers actions for the period January 2021 (M1) – January 2022 (M13). It is a continuation of D6.1 Communication and dissemination strategy submitted in M3 that is the basis for this document.

BonsAPPS intends to build on the results of the Bonseyes project (ICT-01-2016 RIA, GA 732204) to incorporate Bonseyes AI Marketplace Platform (BMP) to the European AI-on-demand platform (AI4EU) and link the ecosystem built around Bonseyes Community Association (BCA) with the AI-on-demand platform community, with a specific focus on developing an enterprise-grade industry marketplace joining up industry and research.

The objective is to communicate the BonsAPPS value proposition to innovators and researchers, engage stakeholders from relevant ecosystems, and convey the outcomes obtained from the project in a way that is appealing to potential users and other interested parties, supporting an exploitation strategy aligned with AI-on-demand Platform and AI-related objectives of the Digital Europe Programme.

During the period covered by this report, ISDI led tasks related to dissemination by creating a set of basic project communication tools (website, flyer) has been developed to raise awareness of the project. Additionally, a social media activation strategy was launched and partners attended a series of events to share the information about the project launch and the 1st Open Call. In addition to this, a strong media and PR strategy has been planned and executed with good results and being published in several online media publications.

The Open Call dissemination actions were led by FBA that prepared dedicated toolkit with ready-made social media posts, press release, banners, and graphics to increase the 1st Open Call reach.

This document includes description of all actions, the results, and lessons learnt. As we anticipated in D6.1, the biggest advantage of the BonsAPPS project must be the strength of the partners' ecosystem, as all have an important role in dissemination, considering their reach, audience and industry leadership.

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1 Introduction

1.1 BonsAPPS Overview

BonsAPPS will develop a fully functional, scalable AI-as-a-Service layer (AI-aa-S) that will interoperate with the AI-on-demand platform as an external service. The service layer will enhance an existing AI platform (the Bonseyes AI Marketplace Platform, or BMP) to cover experimentation, benchmarking, deployment and secure licensing of AI solutions at the Edge and Deep Edge in addition to the Cloud and Hybrid models. Project-funded Use Cases will demonstrate how the BMP simplifies time-consuming non-functional tasks in AI design, produces AI at a lower cost and offers specific means to scale innovations once put on the market. Two rounds of use cases will drive supply from AI professionals and demand from end users to explore the potential gains of AI at the Deep Edge. End users, mainly SMEs/non-tech users lacking internal innovation capacities, will receive guidance in launching Industry Challenges fitting their needs. Specialized AI developers and integrators (AI Talents) will engage with them into an open innovation cycle to solve challenges; Edge AI Apps will be developed and integrated in Solutions at the Edge and Deep Edge using different deployment platforms, based on Bonseyes AI Marketplace Platform (BMP), interoperable with AI-on demand platform, interconnected with HPC clouds for model optimisation and benchmarking.

1.2 Summary of Dissemination results

The main task for WP6 was to define and coordinate the Communication Strategy of the project by ensuring the key messages of the BonsAPPS brand and reach the adequate target audiences in a timely manner.

The overall aim of the communication and dissemination strategy established in D6.1 at the beginning of the project is **to activate a large, interconnected network of stakeholders via online and offline actions, bringing them closer to the project and its value proposition**, while at the same time linking them to each other in a large ecosystem, centred around BonsAPPS.

In order to monitor progress of the BonsAPPS communication and dissemination activities, a number of relevant KPIs have been established. They can be seen in Table 1:

Table 1: Dissemination KPIs for the BonsAPPS project

Activities	Partner	Timing	Expected KPI at end of project (minimum)	Current (January 2022, M13)
DIGITAL				
Project website / BMP landing page	ISDI, BCA	M3 onwards	5,000 visitors	9,942 (New Users)
Communication package	ISDI	M3 onwards	3,000 flyers distributed or downloaded	200 BonsAPPS business cards with QR codes handed out in South Summit
Social media community (LinkedIn, Twitter, YouTube, Facebook)	ISDI	Continuously	2,000 followers	346
Eols and Open Calls Spaces group	FBA	M4 onwards	500 registered users	119

Community management (AI4EU and cross-communities)	FBA	Continuously	2,000 community members actively engaged	6 posts with 100 likes (3.308 followers on LinkedIn) + twitter + post in AI4EU news section + AI4EU WebCafe
Growth hacking strategies	ISDI, FBA	Continuously	600,000 impacted in target audiences	<ul style="list-style-type: none"> • 1st Paid Ads campaign ~118.165 impressions • 11 events participants ~3600 • newsletters&mailings ~44500
MEDIA				
Press releases	ISDI, ALL	After key milestones	5 press releases	1
Media appearances	ALL	Continuously	10 media appearances	10
EVENTS				
BonsAPPS info days and hackathons	BCA, FBA, BTH, UNIBO, HES-SO	Continuously	500 attendees at 13 events (5 for Open Call 1 and 8 for Open Call 2)	152 attendees at 8 Info Sessions in 7 European Countries + 3 OC webinars
BonsAPPS webinars and live Q&As	FBA	Continuously	1,200 attendees at 12 webinars / Q&As 1,500 YouTube views of 6-10 webinars	81 attendees at 3 webinars + 39 (HPC Q&A) YouTube: 2nd web: 191 3rd web: 71
NETWORKING				
Outreach to relevant communities	BCA, FBA	Continuously	100 leads reached	

Progress on **these KPIs was monitored by ISDI on a monthly basis to make sure that consortium partners are on track to meet these goals** by the end of the project.

To summarise: Dissemination strategy and communication materials were established on time to disseminate the news about the project launch and attract the applicants to the 1st OC (126 applications submitted).

Communication channels reached a high number of followers and will keep growing with additional campaign that will be activated in February 2022 to reach our KPI by the end of the project.

In terms of overall dissemination, visibility and impact, **the 1st Open Call has a significant influence on the project's KPI achievement and growth**, as is proven with the general increase of social media followers, members of the community engaged and organisations supporting and multiplying the activities and milestones of the project.

2 Target audiences & messages

2.1 Target audiences

BonsAPPS has two types of audience: **final target audiences** and **intermediaries**, or secondary, audiences.

Final target audiences include the following groups:

- AI Talents
- End users – low tech SMEs
- Other AI supplies Policy makers

In addition, the general public is included among a primary target audience.

Intermediaries include the following groups:

- Startups/tech aware SMEs
- EU-funded projects and initiatives Partners' networks
- AI research networks and PPPs

In this report we are focusing on AI Talents, as the relevant audience which we mean to reach in order to attract them to apply to the BonsAPPS 1st open call.

In addition to the above-described, BonsAPPS has undertaken to reinforce the ecosystem with the following.

1. **DIHs** roadshow (5 webinars for DIHs organized by FBA between 04 – 06-2022 in collaboration with StairwAI project) .
2. Engagement with existing communities, including **AI4EU (ongoing action)**.
3. Attendance at offline events involving stakeholders, policy makers, networks (when possible due to the pandemic).
4. Organization of own offline events to promote project aims and results (when possible due to the pandemic).

The importance of these last actions cannot be overstated: the interaction and successful collaboration with other European Commission-funded projects in this area is key.

On top of that BCA has identified a number of key stakeholders in the AI focused EU projects, which will be engaged, as well as other relevant AI research hubs in Europe to create a pool of targeted entities, and will create and send to them a specific added value proposition offered by the new AI-as-a-Service layer and BMP to show them the opportunities that BonsAPPS can bring to their ecosystems in terms of AI@Edge solutions. This will initially take the form of 'Show and Tell' sessions to present and explain the BonsAPPS ambition and services to the selected organisations. Outcomes of these sessions will lead to the definition of an action plan for further engagements.

1. **CLAIRE**, the pan-European network of Centres of Excellence in AI.
2. **VISION** the CLAIRE-sponsored CSA – Coordination and support action organisation for the ICT48 projects.
3. **TAILOR** the ICT-48 EU Network on the Foundations of Trustworthy AI Integrating Learning, Optimisation and Reasoning. Fredrik Heintz from TAILOR and CLAIRE participated as an external expert to the BonsAPPS Industry Workshop Day on the 24th of June.
4. **ELISE** the ELLIS-sponsored network of artificial intelligence research hubs.

5. **BDVA**, the European innovation ecosystem enabling data and AI-driven digital transformation.
6. **EU ROBOTICS**, the association for all stakeholders in European robotics.
7. **EurAI** the European Association for Artificial Intelligence.
8. **ECSEL** Joint Undertaking - the Public-Private Partnership for Electronic Components and Systems.
9. **HiPEAC** the European High Performance Embedded Architecture and Compilation association for computing systems.
10. **BCA** will participate actively in AI-on-demand platform stakeholder engagement structures at AI4EU (workshops; working groups; general assemblies; ad-hoc committees), making sure that all angles (interoperability T1.3, community building T6.2, sustainability T6.4) are properly covered. More specifically, in order to ensure coordination with other ICT49 projects, the Project Coordinator and BCA will participate to the newly created coordination working group gathering all 6 ICT49 projects to coordinate their efforts in particular vis a vis the open calls and the integration activities with AI4EU. In addition, a Technical Governance Board where BonsAPPs will participate has been set up to discuss these issues and align with the AI4EU activities. BCA will coordinate and input into the sustainability and strategy discussions related to the future state of the AI-on-Demand platform, once the new coordination structure is set up. The coordinator and BCA as technical manager will also participate and input to the ICT-49 review process being set up and involving external Experts to facilitate coordination towards the AI-on-Demand platform objectives.

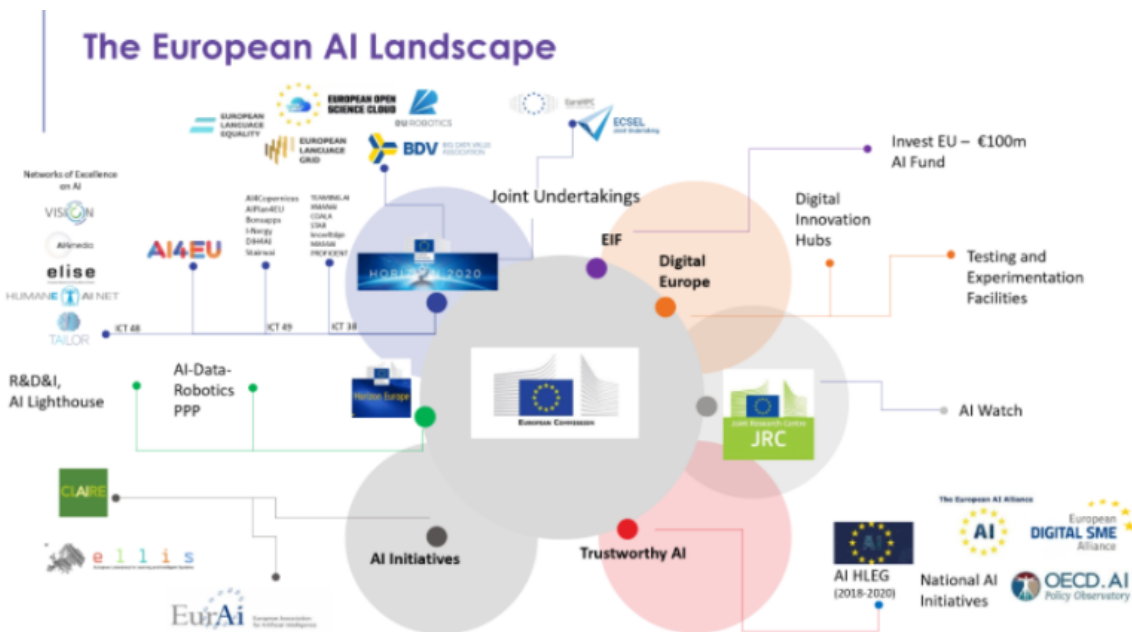


Figure 1: The European AI Landscape

Finally, contact will be made with organisations active in the broader ecosystem of Open Source high performance integrated circuits for deep edge computing systems, such as RISC-V and OpenHW.

2.2 Messages

Specific messages have been planned to be deployed at strategic times and to the correct targets in order to engage stakeholders in key project milestones (check D6.2, section 3.2, Table 4 to see the messages planned, together with the timing and the target to be reached with each message).

This section dives into the types of messages that have been shared in the different BonsAPPS social media channels and other communication channels. The majority of messages have been focused on the first open call (OC1) and benefits for applicants, as well as events organized around this first open call.

The messages related to OC1 are direct messages highlighting the following:

1. Benefits for applicants
2. Alerts of deadlines
3. Events such as webinars or info sessions related to the OC1
4. Bonseyes AI Marketplace
5. Other OC1 information



Figure 2: LinkedIn post about deadline of OC1

All messages prepared for 1st OC were shared with all consortium partners, giving them the freedom to alter the language or style, so that they could adapt it to their audience. These messages are shared through the OC communications toolkit, which is explained more in detail in Annex 1.

3 Channels

3.1 Community

As initially described in D6.5 Community Strategy submitted at the beginning of the project - BonsAPPS planned the actions that could make use of the www.ai4eu.eu tools as the key space where the dialogue should take place (or similar collaborative environment, in case of changes in AI4EU/AI4EU Foundation activities). Nevertheless, at the moment of preparing this deliverable, the **AI4EU project has still not released the AI4EU community where such a cross-communication could be applied.**

That is why the **BonsAPPS community has been hosted by the AI Community in the FBOX Platform Spaces**, which now holds a particular space for BonsAPPS project so that its stakeholders (researchers, developers, integrators, users and adopters, among others) can **meet in discussions around AI and solve Open Call application doubts**. At the same time, the AI Community provides other networking opportunities for BonsAPPS stakeholders and other projects stakeholders, to get updated about the last news and events in AI, network to find synergies and opportunities, reach to new tools and inspiring ideas, get to know other funding opportunities around AI, get new ideas to adopt AI, and meet another cluster of related AI communities, with wide participation of DIHs to close the loop between development and adoption and enlarge their reach. Among these related communities, promoted by the AI Community we find DIHNET. Eu, I4MS, NGI among others.



Figure 3: Example of 1st OC post in DIHNET Community

This is an overview of the AI Community main categories, which are divided into the main interests of our members to produce engagement and more users, which is to find AI funding opportunities, get to know the last events and news around AI, and networking opportunities.

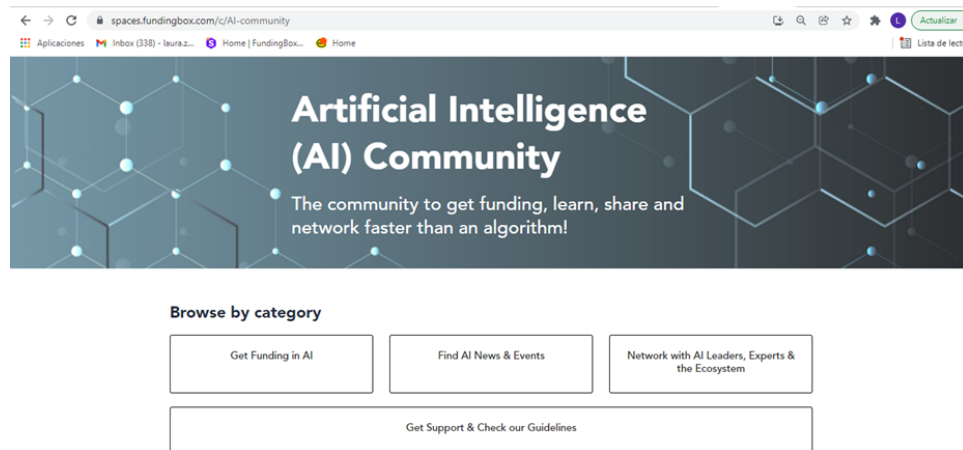


Figure 4: AI Community main page

As indicated, BonsAPPS holds a particular space available under the link <https://spaces.fundingbox.com/spaces/artificial-intelligence-ai-community-ai-for-the-deep-edge-helpdesk> in the AI Community that counts with **119 subscribed members** and where **conversations about the project and its open calls take place**:

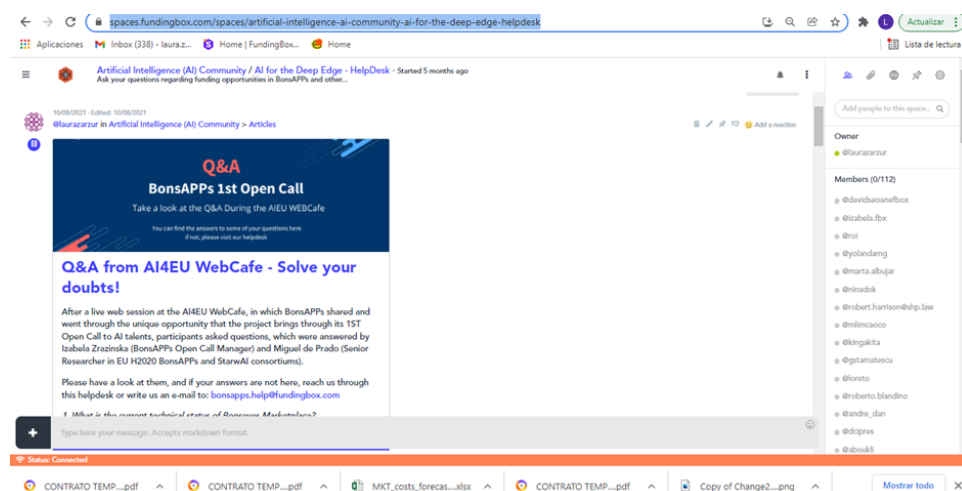


Figure 5: Screenshot of the AI Community in FBOX Spaces

KPI related to this task achieved until now are presented below:

Table 2: Eols and open calls FBOX Spaces group KPIs

KPI name	KPI planned	KPI reached 1st OC	% Reached
Eols and Open Calls Spaces group	500	119	22%

3.2 Events

The members of BonsAPPS Consortium attended and organized **a total of 22 events**. The list of all the events that BonsAPPS participates in is constantly updated on the project website: <http://bonsapps.eu/events>

3.2.1 Events organized by BonsAPPS

ISDI aims host two Industry Workshops during the project. The first Industry Day (M6) **was organized by BCA and hosted by ISDI with the purpose of establishing the industry-based definition of challenges for 1st OC**. It involved **23 corporates and clusters** interested in proposing AI@Edge solutions for their value chain. The KPI was to reach at least 10 corporates and clusters. **This KPI was successfully reached in a 130%.**

The designed agenda for this event can be found in Annex 4 of this document.

Table 3: Industry Day event hosted by ISDI and organized by BCA

Date	Event	N° attendees	Hosted by	Organized by
24.06.21	Industry day	61	ISDI	BCA



Figure 6: Banner about the Industry Day

The second Industrial workshop will also be organized by ISDI (M23) and will involve 30 **SMEs selected through** the 2nd OC out of which 10 will be selected to join the programme). Information about this event will be added in the next version of this deliverable D6.3.

3.2.2 Hackathons

BonsAPPS aimed to organize 4 Hackathons under Task 4.3 to promote the 1st Open Call. Each partner was supposed to organize 1 local Hackathon in Denmark, Italy, Switzerland and Sweden. The KPI is 4 Hackathons with 100 participants in total.

During the OC Dissemination preparations, the Selection Committee (SC) has decided that **it is not feasible to do 4 Hackathons during the 2 months of OC duration as it was originally planned in GA**.

The SC has decided instead to organize Hackathons throughout the entire project duration with the **principal goal to test BMP in different stages of development**. The Hackathons organization is therefore no longer under the T4.3 task.

3.2.3 Info Days & Webinars

In order to replace the local aspect of the promotion of the Open Call that was covered by Hackathons, Selection Committee has decided to organize one Info Days at the national level that were completed with 3 main Open Call webinars organized by FundingBox.



Figure 7: Division between Hackathons and Info Days

To ease and standardize the Info Days, FBA has prepared a short guide on how such an event should be organized and presentation template (Annex 2) that could be translated and adapted to each ecosystem's needs. Each online event had a Q&A time at the end, where participants could ask questions and present their ideas to find a potential partner for their experiment that were included in FAQ document.

Most of the Info Days were recorded and published on the OC website, together with the presentation/recording. Each partner was requested to include the questions asked during the webinar in a shared document, to allow the Open Call team to include them in the FAQ document and the Helpdesk Community.

During all 1st Open Call duration, BonsAPPS partners organized 8 Info Sessions in 7 European Countries + 3 OC webinars with 152 participants in total.

Table 4: Info Days KPI by November 2021

KPI name	KPI planned	KPI reached 1st OC	% Reached
BonsAPPS info days and hackathons	500 attendees at 13 events (5 for Open Call 1 and 8 for Open Call 2)	152 attendees at 8 Info Sessions in 7 European Countries + 3 OC webinars	30%
BonsAPPS webinars and live Q&As	1,200 attendees at 12 webinars/Q&As 1,500 YouTube views of 6-10 webinars	81 attendees at 3 OC webinars + 39 attendees on HPC Q&A YouTube: 2nd web: 191 3rd web: 71	10% 17%

Info Days organized by partners are presented in the table below:

Table 5: Info Days organized by partners

Partner/Title	Country	Event Title	When?	Number of Participants
FBA	Poland	Cascade Funding Opportunities for polish SMEs (online)	8.26.2021	46

FBA	Spain	Cascade Funding Workshop with GAIN (online)	21.09.2021	11
FBA	Denmark	TechBBQ	16-17.09.2021	3000
BCA	Switzerland	Swiss Academy for Technology & Science & other	17.09.2021	N/A
HES-SO				
NVISO				
UNIBO	Italy		18.10.2021	6
ST				
ISDI	Spain	Info Day	19.10.2021	8
BTH	Sweden	The Brussels office of the South-Swedish universities	26.10.2021	0

Three main OC webinars organized by FBA are listed below:

Table 6: 1st Open Call main webinars

Webinar title	Date	Materials	Participants
All you need to know about the Open Call for AI talents (AI4EU Webcafe):	30.09.2021	VIDEO Q&A	31
BonsAPPs 1st OC: Bonseyes Marketplace special	08.10.2021	VIDEO Q&A	29
The Final Countdown: Q&A and tips	21.10.2021	VIDEO Q&A	21


USEFUL MATERIALS FROM OUR WEBINARS

All you need to know about the Open Call for AI talents

WATCH THE VIDEO

READ THE Q&A

- BonsAPPs in a nutshell
- 1st Open Call: Who, What and how?
- BonsAPPs Support Programme
- How to apply: must-read, helpdesk
- What is Bonseyes Marketplace?



Bonseyes Marketplace special


WATCH THE VIDEO

READ THE Q&A

Bonseyes Marketplace Overview

- AI Research
- Developer Platforms
- AI Assets
- Deep learning Inference Engine

1st Open Call introduction



The Final Countdown: Q&A and tips

WATCH THE VIDEO

READ THE Q&A

TOP Q&A solved

- Can we access the Bonseyes platform now?
- How intellectual property will be managed?
- Can I submit a proposal with an industry challenge/AI solution defined by me?
- How HPC Cloud services will work?
- How can we use the grant?
- How many applications can I submit?
- How to write a winning proposal

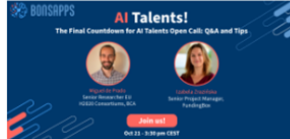


Figure 8: Summary of the OC webinars content

3.2.4 Participation in third-party events

In addition to events organised by BonsAPPs consortium members, participation in third-party events have happened. The objective is to **reach more than 400 stakeholders by presentation of BonsAPPs in more than 12 related events during the course of the project.**

During 2021, consortium partners have been present in **11 third-party events**. A list with more in-depth information on each event can be found in the Table 10 of this document.

Due to the COVID outbreak, **the majority of onsite events were cancelled**, and that is why the dissemination was focused on the online events that BonsAPPs partners joined multiple times to promote the project and Open Call.

Table 7: Event participation in third-party events in 2021

Partner responsible	Event	Date	Participants	Reach
BCA	Edge Computing World	09-11.03.21	125+ speakers & 4000+ participants	Global & US (online)
BCA	AlwAre	22-24.06.21	2000 end users, ecosystem & developers	Global & US (online)
FBA	Advanced Factories	8-10.06.2021	N/A	Spain
BCA	CogX Festival London	14-16.06.2021	CEOs, Entrepreneurs, Academics, & Policy Makers	London (UK)
FBA	TechBBQ	16-17.09.2021	3000	Nordics (Denmark)
FBA	Cascade Funding Opportunities for polish SMEs	26.08.2021	N/A	Poland
FBA	Cascade Funding Workshop with GAIN	21.09.2021	14	Spain (Galicia)
ISDI	South Summit - Stand	05-07.10.2021	11,500	Europe (Spain)
FBA	Wolves Summit: BonsAPPs Open Call presentation	20.10.2021	3	Poland
FBA	EU Week of Regions and Cities	13.10.2021	100	Europe
FBA	EGI Conference	20.10.2021	39	Europe



Figure 9: BonsAPPS Team on TechBBQ Event

3.3 Networking activities

BCA was main partner responsible for connection with the AI research/AI4EU and Digital Innovation ecosystems **that aim to reach a pool of 100 top influencers** comprising leading personalities active in the ELLIS, CLAIRE, BDVA and AI4EU ecosystems as well as in the Digital Innovation. **So far BCA has reached 30 top influencers and developing more contacts as the project progresses.**

Additionally, **BonsAPPS relies on a variety of FundingBox Supportive Partners** who help multiply the impact of our dissemination efforts to give visibility to the project and its achievements. For the 1st Open Call, we leaned on a series of DIHs and industry clusters that shared the call, including:

- **DIHNET Newsletter** (September DIHNET Bulletin with more than 1000 subscribers)
- **Direct mailing to 20DIHs from AI4EU DIH Supportive Partners list**
- **AI4EU and ELISE projects open call applicants**

Besides, other ICT 49 EU projects have spread the word to help BonsAPPS reach AI Talents. The AI4EU has widely contributed to the dissemination of the BonsAPPS call through their [website](#) and social media ([LinkedIn](#) and [Twitter](#)).

AI4EU cross-dissemination: 6 posts with 100 likes (3.308 followers on LinkedIn) + twitter + post in [AI4EU news section](#) + [AI4EU WebCafe](#)

3.4 Media

For each of the open calls that will be launched during the project, a press release will be issued with the intention of creating interest in the project and ultimately to mobilize AI Talents to apply to the BonsAPPS open call.

The 1st OC press released prepared by FBA was shared with all Consortium partners to disseminate it with their ecosystems and PR Agencies.

The total number of publications of the 1st OC press release can be found in the following table:

Table 8: Media publications BonsAPPs first open call

Date	Publication	Economic Value	Audience	Geo. reach	Type
20/09/2021	Todo Startups	129 €	25,000	Spain	News
15/09/2021	Il Denaro	N/A	N/A	Italy	News
13/09/2021	Revista PYME	28 €	3,000	Spain	News
10/09/2021	Cluster Trasporti	N/A	N/A	Italy	News
09/09/2021	Emprendedores	1,252 €	964,000	Spain	News
08/09/2021	Muy PYMES	490 €	87,000	Spain	News
05/09/2021	OK Diario	12,940 €	19,686	Spain	News
03/09/2021	El Economista	9,269 €	9,119,000	Spain	News
03/09/2021	Sports Talk Line	N/A	N/A	USA	News
03/09/2021	Apunte Lego	N/A	N/A	Spain	Blog

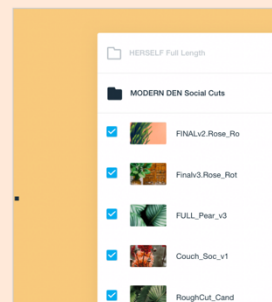
BonsAPPs, el vehículo de ISDI para financiar con 2 millones a pymes y expertos en Inteligencia Artificial



BonsAPPs.

BEATRIZ JIMÉNEZ

05/09/2021 06:45 ACTUALIZADO: 05/09/2021 09:59



vimeo

All the video tools
you need (and a
few extras)

Figure 10: News published in an important entrepreneurship publication in Spain



Figure 11: News published in an important media publication in Italy

According to the Grant Agreement, at least 5 press releases will be created during the course of the project, with BonsAPPs appearing in local, regional, national or international media at least 10 times, which in this case **we have reached this KPI successfully with the s1st OC press release.**

The list with more information about each publication can be found in the Annex 3: partners' reporting spreadsheet section of this document.

3.5 BonsAPPs social media

BonsAPPs messages was also communicated via the project's social media channels. The project focuses on the following social media networks:

1. Twitter – <https://twitter.com/BonsApps>
2. LinkedIn – <https://www.linkedin.com/company/bonsapps>

Our social media strategy is divided into three blocks: **owned social media, shared social media and paid social media.** The differences of each block and how they affect the communication strategy can be found in D6.1 section 4.5.

During the 1st OC period, the intensity in which the social media channels were used was higher than normal, as the consortium had **intensified the efforts for 2 months to raise awareness about the first open call and target potential applicants.**

Following the brand structure and style of the BonsAPPs brand guide, a great number of banners were produced and shared with the partners, to support the open call messages and making sure that many

options exist in order to not be repetitive during the intense social media movement that happened in this time.

3.5.1 BonsAPPS Owned Media

As previously stated, the main channels where BonsAPPS focuses its efforts are Twitter and LinkedIn. Our content can be roughly divided into **three different categories**:

- BonsAPPS news: open calls, events, info session, etc.
- Bonseyes AI Marketplace
- Third party news

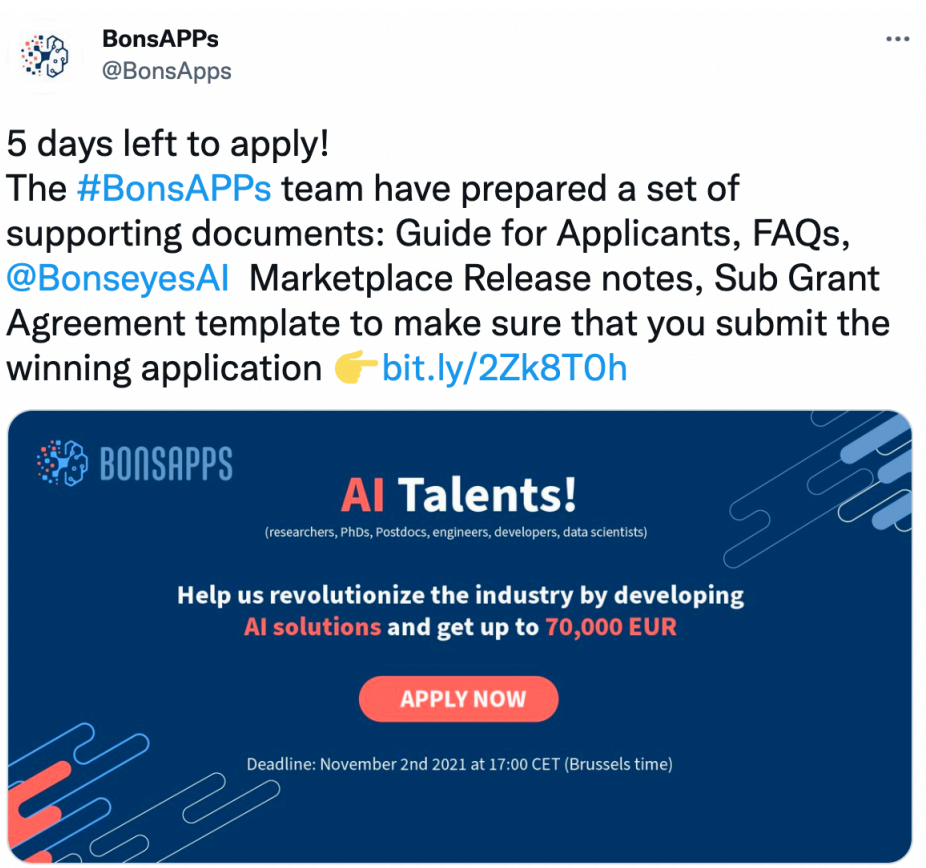


Figure 12: Example of a Tweet on the BonsAPPS twitter profile

The following table is a breakdown of the organic activities and results of the BonsAPPS owned social media actions:

Table 9: Summary of BonsAPPS owned media posts

Channel	Posts	Impressions	Engagement (likes, clicks and shares)
Twitter	28	18,240	408
LinkedIn	63	8,610	602
Total	91	26,850	1,010

3.5.2 BonsAPPS Paid media

In this first open call, the efforts were centralized in three channels: **Twitter Ads**, **LinkedIn Ads** and **Google Ads**. In the following open call and after analyzing the results, the efforts might change, depending on what has worked best.

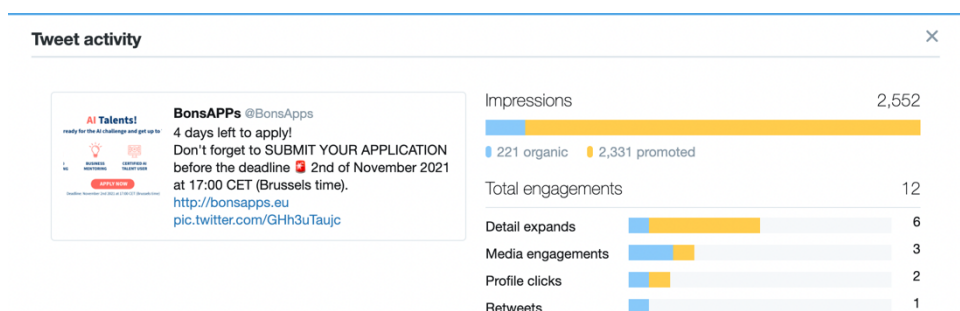


Figure 13: Example of a promoted Twitter post

The following table indicates the amount of money invested in each channel and the results obtained:

Table 10: Investment and impact made in paid ads

Channel	Impressions	Clicks	CTR	Conversions	Investment
Twitter Ads	185,500	624	0,34%	7	345 €
Google Ads	1,458,802	15,904	1,09%	104	1,114.31 €
LinkedIn Ads	30,038	183	0,61 %	2	410,33 €
Total	1,674,340	16,711	0,68%	113	1,869.64 €

The table clearly shows that **the bigger the investment, the greater are the results**. Although some adjustments need to be made in the setup of the social media paid ads to be able to impact to a more targeted audience to receive better results.

On top of the effort made in using own and partners communication channels, **FundingBox has launched paid social media campaigns to reach potential applicants from outside of BonsAPPS network**. The focus of campaigns was made on countries where BonsAPPS consortium partners are not present. Campaigns ran from 20th September - 3rd October 2021.

1. Google Display was based on both Display and Search format
2. Social campaign based on a LinkedIn InMail Campaign



Figure 14: Paid media campaign: results per platform compared

As presented in Figure 14, **Google Display campaigns have had very good results in terms of visibility**, have reached many people and have attracted **a lot of traffic to the website**.

Regarding LinkedIn, **InMail was also a remarkable format to spread the call**, with a lower number of impressions. It is worth mentioning that **applicants coming from this source were more qualified leads** than the Google Display. In the middle of the campaign, we reduced the investment in countries that could be reached via partners ecosystem to invest more in Central European/East countries.

Open Call paid campaign had reached a total of **107.542 ad impressions 2.438 ad clicks**. This means a relevant enhancement to the project's visibility and awareness of our target groups, which is crucial in the first phases of the project implementation.

3.5.3 Shared media

BonsAPPS social media posts were crucial to reach interested AI Talents that would be interested to apply for Open Call. That is why all the consortium and supportive partners were engaged in supporting the project's dissemination efforts.

Partners supported the project dissemination via a total of 20 channels that include a potential audience of more than 162.965 target audiences presented below:

Table 11: Growth hacking strategies KPIs planned and reached

KPI name	KPI planned	KPI reached 1st OC	% Reached
Growth hacking strategies	600,000 impacted in target audiences	1st Paid Ads campaign ~118.165 impressions 11 events participants ~3600 Newsletters & mailings ~44500	28%

The BonsAPPS consortium carried multiple social media posts about the Open Call, starting with warm-up messages before its launch, and finishing with the call submission figures once it had been closed. In terms of target impact, the dissemination through social media was mainly addressed to AI industry members (potential applicants), the Research Community, civil society and the general public.

Fundingbox', the leader of this task, has made an extra effort to disseminate the call for applicants across BonsAPPS and Fundingbox' social media channels and other owned media:

- 18 posts were launched through Fundingbox' social media channels (Facebook, Twitter and LinkedIn), having a total of 13,808 followers.
- 27 posts about BonsAPPS were shared through FBOX' Communities and had 1637 views in total.
- BonsAPPS open call was shared three times through the Fundingbox newsletter that reaches about 22.000 people interested in funding opportunities

Additionally, BonsAPPS relies on a variety of FundingBox Supportive Partners who help multiply the impact of our dissemination efforts to give visibility to the project and its achievements. For the 1st Open Call, we leaned on a series of DIHs and industry clusters that shared the call, including:

- DIHNET Newsletter (September DIHNET Bulletin with more than 1000 subscribers)

- Direct mailing to 20DIHs from AI4EU DIH Supportive Partners list
- AI4EU and ELISE projects open call applicants

Besides, **other ICT 49 EU projects have spread the word to help BonsAPPs reach AI Talents**. The AI4EU has widely contributed to the dissemination of the BonsAPPs call through their [website](#) and social media ([LinkedIn](#) and [Twitter](#)).

AI4EU cross-dissemination: 6 posts with 100 likes (3.308 followers on LinkedIn) + twitter + post in [AI4EU news section](#) + [AI4EU WebCafe](#)

Although ISDI is leading communication efforts, the participation of each partner is essential for the effective dissemination of the project, as each partner has a different ecosystem and can reach different stakeholders.

Therefore, **all partners are required to participate in the communication actions, particularly during open call time**. Each partner is responsible for distributing project Information and reporting on the actions done to ISDI, the Communication Manager, via the reporting spreadsheet. (See Annex 3 Partners' reporting spreadsheet).

As a general overview of the consortium partners efforts, all eight partners have acted on disseminating the BonsAPPs OC1 using the tools in which they are stronger and have a bigger impact and will carry on during the whole project.

4 Materials

At the beginning of the project a number of materials and tools were created and developed in order to carry out the communication and dissemination aim. These initial materials can be found in D6.1 section 5, which include: the project logo and visual identity, including brand guidelines; templates for deliverables in Microsoft Word, meeting minutes in Microsoft Word, and presentations in Microsoft PowerPoint; the project website; a flyer about the project; and social media banners.

4.1 Open Call Communications Toolkit

The Open Call Dissemination task was executed under WP4.3 and was led by Fundingbox.

BonsAPPS first open call (OC1) for AI Talents lasted for two months, from September 1st to November 2nd, 2021.

Dedicated materials were created by the FBOX team to facilitate the dissemination of the Open Call to all BONSAPPS partners (Annex I) All materials were easy to access with the project SharePoint and are presented in Table 12:

Table 12: Content of open call communication toolkit

TOOL (Communication pieces)	Target	Intended Use
General information, dates and important links	BonsAPPS Partners	These resources help partners keep track of due dates and specific objectives.
Social media designs (banners) and suggested posts	AI talents (Partners social media audiences)	To tweet and post on a regular basis, once a week during the time the Open Call is running.
Article text	Journalists, Newsletters	Send the article to partners media contacts or agency. It can be translated into another languages.
One-to-one Email content for potential beneficiaries	AI talents who fit the BonsAPPS needs	If any partners are in contact or meet a potential candidate that meets the BonsAPPS needs, send this email to encourage them to apply directly to the Open Call.
Direct Email to institutions that are asked to disseminate the news	AI organizations in partners ecosystem	To send the email to the AI organizations in partners ecosystem
Hackathons & Local Info Days	AI talents local reach	Raise awareness of the BMP project
Webinars	AI talents who fit the BonsAPPS needs	To clarify the whole process of the OC and answer candidates' questions

All the elements of the communications package are described in this section and are included in Annex 1.

4.2 Project website

The project website was updated with information about the open call for AI Talents with several buttons guiding the users to click on the different “Apply Now” buttons and driving them to the 1st OC

application page on FBOX platform. Also, the events organized around the open call were included in the website inviting users to sign up and learn more about the BonsAPPS support programme for AI Talents.

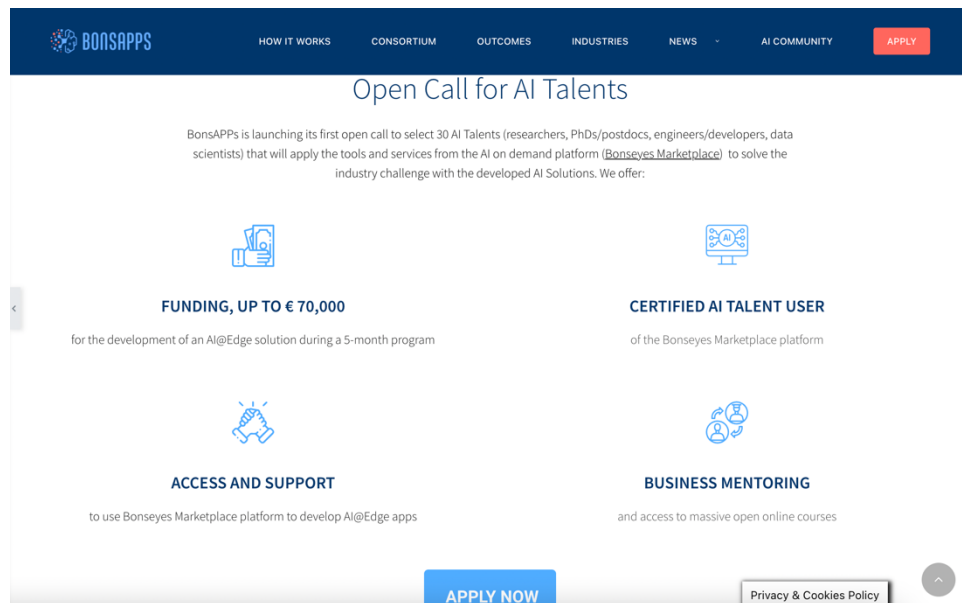


Figure 15: Dedicated section on the BonsAPPS website about the open call (I)

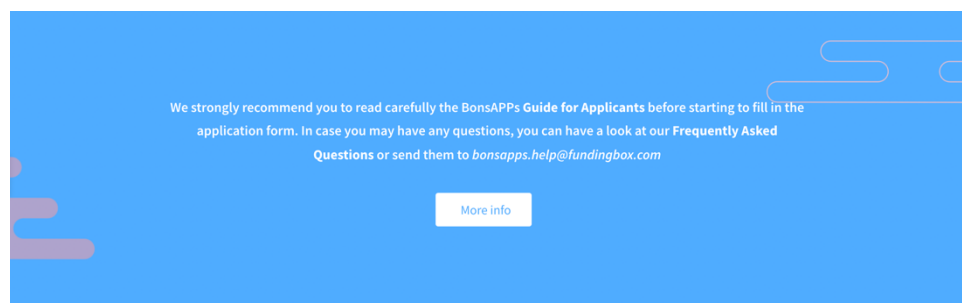


Figure 16: Dedicated section on the BonsAPPS website about the open call (II)

More information about the main sections of the website can be found in D6.1 section 5.3.

We have earmarked a number of Key Performance Indicators, or KPIs, to be measured at key moments –such as after open calls– as indicators of our progress in the project. The KPIs that will be presented in more details in this document are:

1. **Sessions** - the number of times the website was visited during a given time
2. **Unique users** - the number of users who visited the website during a given time
3. **New users** – the number of first-time users who visited the website during a given time
4. **Average session duration** - the average amount of time users stayed on the website
5. **Pages per visit** - the average number of pages visited by website users

The data presented specifically focuses on the period of the open call.

During that time, traffic to the website reached more than **700 visitors per day** during peak times, with a peak from the 23rd to 27th of October 2021. This is a positive result as these visitors were also inclined to apply via the application form.

The analytics extracted from the website show that **up to 266 users have clicked on the “Apply now” button.**

The total number of sessions on the BonsAPPS website during this period was **15,907 page views**. There were **9,236 unique users** who visited the site, of which **9,248 were new users**. The average session duration was **00:43 minutes with an average of 1.41 pages per visit**. The details are presented in the table below:

Table 13: Results of the BonsAPPS website during the OC1 period

KPI measured (bonsapps.eu)	Results (Sep. 1st – Nov. 2nd)
Sessions	13,001
Unique users	9,236
New users	9,248
Page views	15,907
No sessions per user	1.41
Avg. session duration pages/session per visit	00:00:43

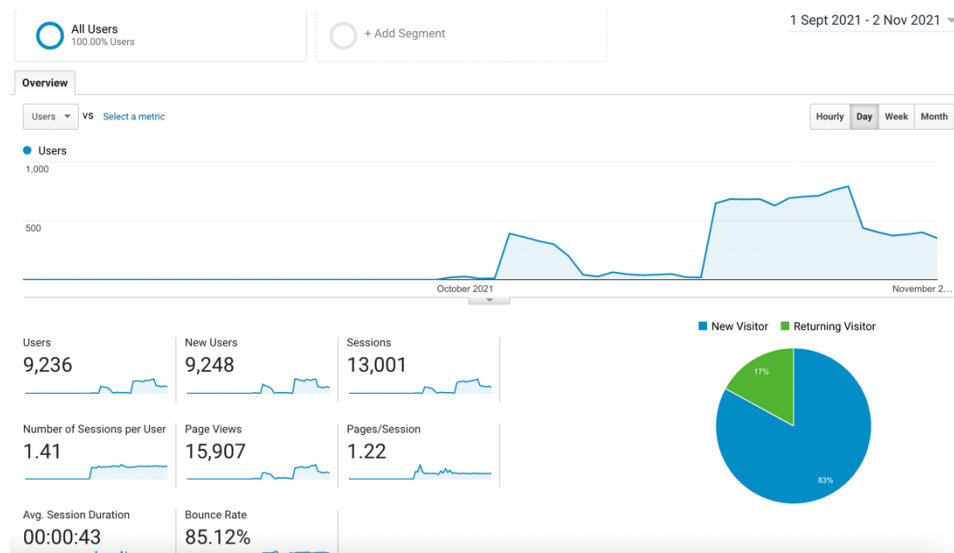


Figure 17: Users on the website broken down by day

The ratio between visitors coming from those different sources, as described, is the following:

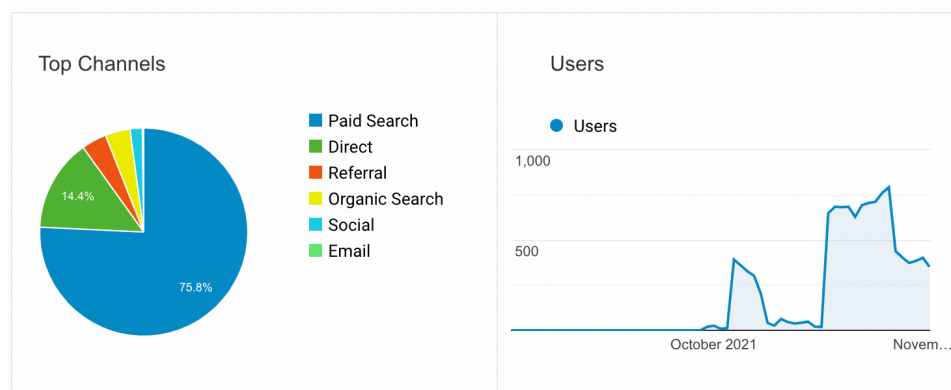


Figure 18: Breakdown of the different sources where BonsAPPS received visits

Default Channel Grouping	Acquisition			Behaviour		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
	9,236 % of Total: 100.00% (9,236)	9,248 % of Total: 100.00% (9,248)	13,001 % of Total: 100.00% (13,001)	85.12% Avg for View: 85.12% (0.00%)	1.22 Avg for View: 1.22 (0.00%)	00:00:43 Avg for View: 00:00:43 (0.00%)
1. Paid Search	7,010 (75.75%)	7,038 (76.10%)	9,952 (76.55%)	88.21%	1.16	00:00:37
2. Direct	1,328 (14.35%)	1,328 (14.36%)	1,884 (14.49%)	82.48%	1.26	00:00:40
3. Referral	361 (3.90%)	344 (3.72%)	415 (3.19%)	79.28%	1.49	00:01:08
4. Organic Search	358 (3.87%)	343 (3.71%)	536 (4.12%)	43.28%	2.00	00:02:14
5. Social	176 (1.90%)	174 (1.88%)	186 (1.43%)	88.17%	1.12	00:00:32
6. Email	21 (0.23%)	21 (0.23%)	28 (0.22%)	32.14%	1.43	00:02:30

Figure 19: Detail of breakdown source of visitors to the website during the first open call

Three quarters of the sample, **75,8% represent “Paid Search”**, which in this case means paid ads (such as paid media actions in social media and google display advertising), most visits are coming from the paid efforts.

The **14.4% represent direct traffic**, meaning that users navigate directly to the BonsAPPS website. They were most probably redirected following our communications on media, branding, name recognition and online events.

The average of **referrals represents 3,9%** of the traffic, which comes to the website from any other website that is not a social media platform or a search engine. Someone clicking over from a backlink on another blog would be considered referral traffic.

Organic traffic is any traffic that comes to the site from a search engine, but that isn't paid for. Any organic traffic is a result of your inbound marketing and SEO efforts, representing the **3,9%** of the visitors; the user is not sure what they are looking for (some key words could probably be; Artificial Intelligence, Deep Edge, EU funding, etc) and they stumble across our website.

A further breakdown of the number of visitors from the top ten countries can be seen in the following figures. Geographically, the primary sources of traffic are **Spain, Italy, Portugal, Romania and Greece, very tied to Israel and Poland**.

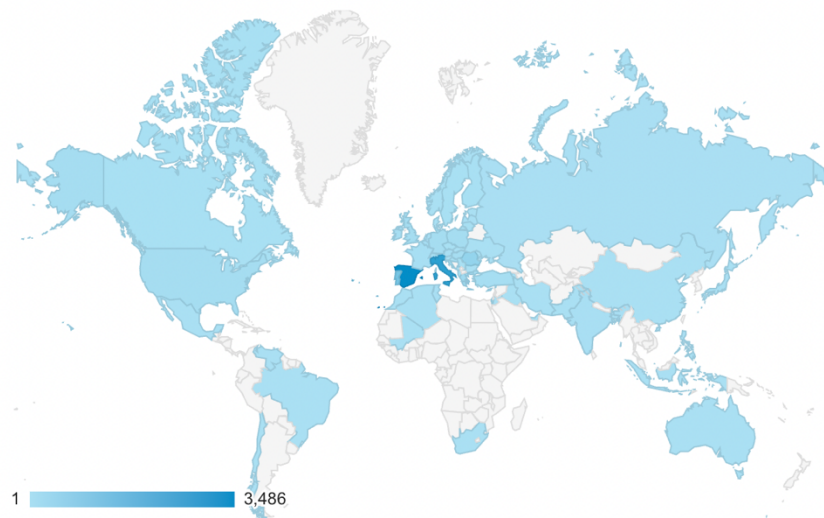


Figure 20: Overview of the geolocation of visitors to the BonsAPPS website









Country	Users	% Users
1.  Spain	3,486	37.63%
2.  Italy	2,652	28.62%
3.  Portugal	1,073	11.58%
4.  Romania	469	5.06%
5.  Greece	212	2.29%
6.  Israel	104	1.12%
7.  Poland	102	1.10%
8.  Hungary	95	1.03%
9.  United Kingdom	92	0.99%
10.  United States	82	0.89%

Figure 21: Top ten countries who visited the BonsAPPS website

The highest results were achieved during the 1st Open Call time.

Future communications efforts will focus on European geography, targeting European visitors rather than outside of Europe. Although it is inevitable that we receive a fair amount of non-European visitors giving the worldwide presence some of the partners have.

4.3 Social Media

Different Social Media channels were created to promote the project and open call and to share general news about AI.

Results for actions taken before and during the OC1 highlights that the open call campaign has significantly contributed to the achievement of the social media channels KPIs – Twitter and LinkedIn – are summarised in the table below:

Table 14: social media KPIs as for January 2022

Channel	Followers KPI (at the end of project)	Followers on January 2022	Total
Twitter	2,000	172	346
LinkedIn		169	

To mitigate the low number of followers that BonsAPPS has in its' social media channels, **a specific ongoing follower's campaign will be activated in February 2022** to reach our KPI by the end of the project.

Social media posts related to the BonsAPPS first open call specifically have achieved **over 1,701,190 impressions on social media and Google Ads**, between BonsAPPS's own channels (organic) and paid advertising. During the 1st OC period BonsAPPS has **posted 91 times and achieved nearly 18,000 clicks, shares or comments** on the different content shared, via paid or organic campaigns.

The following table shows the results of BonsAPPS social media channels and Google Ads actions (paid and organic) during the 1st OC, managed by ISDI using the projects official accounts:

Table 15: Results - social media and Google Ads during the 1st OC (Paid and Owned)

Media Type	Posts	Impressions	Engagement (likes, clicks, shares)
Owned	91	26,850	1,010
Paid	-	1,674,340	16,711
Total	91	1,701,190	17,721

Finally, collecting the data from the website CTAs, driving users directly to 1st Open Call [application page](#), the analytics show that up to **266 users have clicked on the "Apply now" button of the bonsapps official website page**.

5 Summary

Effective, well-managed and organized communication is essential to the success of BonsAPPS.

All partners have been highly involved in pursuing the success of this programme, not only during the different open calls, which are key moments, but in keeping the audience interested at all times by sharing and creating relevant content to position BonsAPPS as one of the most relevant programmes for AI Talents.

The period between 1st September 2021 and 2nd November 2021 has been framed with intense dissemination activities for the promotion of first BonsAPPS open call for AI Talents. The results reflect the consortium joint efforts: **the 315 engaged AI Talents and the 126 submitted applications**, demonstrate that the BonsAPPS message has been well received and has reached relevant audiences from across Europe and beyond.

OC Dissemination conclusions:

- FundingBox's presence and owned media have had a very strong impact and reach when disseminating the open call that came organically from the FundingBox community or its newsletter.
- Word of Mouth awareness and support: The fact that the partners approached AI Talents one by one has been very relevant in an open call where creating a consortium is a prerequisite. Thus, enabling and fostering networking and communication is crucial.
- Paid Campaigns: The online marketing paid campaigns are very important actions that have an important impact in raising awareness about the Open Call and the platform in ecosystems that could not be reached through consortium partners. Each of the formats and channels selected (Google Display and LinkedIn InMail campaigns) have a complementary role. LinkedIn InMails is the format resulting in the highest conversion rate, and Google Services brought the highest number of impressions.
- Online vs onsite events: Paradoxically, the complete cease of onsite events allowed the BonsAPPS partners to attend a larger number of events, thanks to online formats. Webinars, online booths, conferences, and other online events related to the open call were the best opportunity to open up bidirectional communication and review the applicants' concerns and doubts.
- In terms of overall dissemination, visibility and impact, the Open Call has a significant influence on the project's KPI achievement and growth, as is proven with the general increase of social media followers, members of the community engaged and organisations supporting and multiplying the activities and milestones of the project. KPIs related to this are presented in section 6.

6 Lessons learned

All partners need to get involved in the communication and dissemination activities as much as they have been until now, with the help of the communications leader ISDI, to find the strongest spot of each partner and use it to the benefit of the project.

In addition, improvements are continuously made on the website, texts and documents, to help potential applicants understand what it is that they need to do in order to be part of the BonsAPPS ecosystem. **Taking what has worked best during this first open call and putting our efforts in those actions, will helps us achieve even better results.**

In the hope that the COVID situation will decrease, and European industry events are opening their doors again, we plan to take advantage of that and attend the most relevant ones happening, especially around the open call dates, which are still to be set.

Having good communication will help achieving better results in the 2nd open call, that is why the different communications leaders in the consortium are regularly exchanging information in meetings and via email, to keep communication consistent and effective.

Annex 1: Communication toolkit for partners - first open call

How to use this document

Let's get ready to spread the word about BonsAPPs!

All our communication actions have the primary objective of **generating deal flow**. This is measured by the number of AI talents that apply to BonsAPPs Open Call.

BonsAPPs's 1st Open Call launched on September 1st, 2021, and will run until November 2nd, 2021. After that, we will no longer accept applications, so it is essential to get as many applications as possible during the Open Call.

Please do not hesitate to contact BonsAPPs OC team if you have any questions, or you need to adapt/create more materials for OC dissemination.

Toolkit Contents

TOOL (Communication pieces)	TARGET	INTENDED USE
General information, dates and important links	Partners (You)	These resources help partners keep track of due dates and specific objectives.
Social media designs (banners) and suggested posts	AI talents (your social media audiences)	Please, tweet and post on a regular basis, once a week during the time the Open Call is running.
Article text	Journalists, Newsletters	Send the article to your media contacts or agency. Feel free to have it translated into another language.
One-to-one Email content for potential beneficiaries	AI talents who fit the BonsAPPs needs	If you are in contact or meet a potential candidate that meets the BonsAPPs needs, please send them this email to encourage them to apply directly to the Open Call.
Direct Email to institutions that are asked to disseminate the news	AI organizations in your ecosystem	Send the email to the AI organizations in your ecosystem
Hackathons & Local Info Days	AI talents local reach	Raise awareness of the BMP project Please remember to report of number of participants in your Info Days
Webinars	AI talents who fit the BonsAPPs needs	Clarify the whole process of the OC and answer candidates' questions

Important dates

1st Open Call Proposals deadline: Tuesday November 2nd 2021 at 17:00 CET (Brussels Time).

Important links

- Project website: <https://bonsapps.eu/>
- BonsAPPS Open Calls website: <https://bonsapps.fundingbox.com/>
- 1st OC Application Form: <https://bonsapps-1oc-ai-talents.fundingbox.com/apply>
- Helpdesk chat: <https://spaces.fundingbox.com/spaces/artificial-intelligence-ai-community-ai-for-the-deep-edge-helpdesk>
- Contact email: bonsapps.help@fundingbox.com
- Social:
<https://twitter.com/bonsapps?lang=en>
<https://www.facebook.com/BonsAPPS>
<https://www.linkedin.com/company/bonsapps/>

Social Media – Suggested content

Twitter

#1

Last chance to apply to @BonsAPPS #opencall for AI talents! Get up to 70k EUR to train and deploy AI models with AI Marketplace for Deep Edge. Apply before November 2nd <https://cutt.ly/dQAHyfT>

#2

The @BonsAPPS #opencall is finishing! We are looking for AI experts who will receive 70 000 EUR for the development of an AI@Edge Solution during 5 -months support programme. Apply before November 2nd at <https://cutt.ly/dQAHyfT>

Facebook

Final countdown for @BonsAAPs #opencall for AI talents (Researchers, PhDs/Post-Docs, Engineers/Developers, Data scientists) that will apply the tools and services from the AI on demand platform (Bonseys Marketplace) to solve the Industry Challenge with the developed AI Solutions. If you are individual, SME, MidCap or a Researcher from Research and Technology Organization, submit your candidature before November 2nd at <https://cutt.ly/dQAHyfT> and be considered for €70 000 funding and a 5-month program supported by #BonsAPPS partners.

LinkedIn

Final countdown for @BonsAPPS #opencall for AI talents (Researchers, PhDs/Post-Docs, Engineers/Developers, Data scientists) that will apply the tools and services from the AI on demand platform (Bonseys Marketplace) to solve the Industry Challenge with the developed AI Solutions.

If you are individual, SME, MidCap or a Researcher from Research and Technology Organization, submit your candidature before November 2nd at <https://cutt.ly/dQAHyfT> and be considered for €70 000 funding and a 5-month program supported by #BonsAPPS partners.

In Polish:

Ostatnia szansa zeby aplikowac do @BonsAAPs #opencall dla specjalistow od AI (badaczy, doktorantow, inzynierow / programistow, naukowcow zajmujacych sie danymi), ktorzy beda zaangażowani w rozwój rozwiązań AI przy zastosowaniu narzędzi i usług dostępnych przez platformę Bonseys Marketplace. Rozwiązania AI są dedykowane branżowym wyzwaniom z zakresu przemysłu motoryzacyjnego, produkcji, opieki zdrowotnej i robotyki.

Jeśli jesteś osobą fizyczną, MŚP, przedsiębiorstwem o średniej kapitalizacji lub naukowcem z jednostki R&D, zgłoś swoją kandydaturę do 2 listopada przez <https://bonsapps-1oc-ai-talents.fundingbox.com/> i otrzymaj dofinansowanie w wysokości 70 000 EUR i dołącz do 5-miesięcznego programu wspieranego przez konsorcjum BonsAPPs.

Banners



AI Talents!

(Researchers, PhDs/Post-Docs, Engineers/Developers, Data scientists)

**Help us to revolutionize the industry with AI by developing
AI solutions with BonsAPPs support and get up to 70.000 EUR!**

APPLY NOW

Deadline: November 2nd, 2021 at 17:00 CET



AI Talents!

(Researchers, PhDs/Post-Docs, Engineers/Developers, Data scientists)

**Help us to revolutionize the industry with AI by developing
AI solutions with BonsAPPs support and get up to 70.000 EUR!**

APPLY NOW

Deadline: November 2nd, 2021 at 17:00 CET





Calling AI Talents!

Who? Researchers, PhDs/Post-Docs, Engineers/Developers, **Data** scientists
To do what? Develop, integrate and deploy an AI@Edge Solutions
Benefits? 5 months of BonsAPPs support + tools and services of the Bonseyes Marketplace (BMP) + 70 000 EUR funding

APPLY NOW

Deadline: November 2nd, 2021 at 17:00 CET

Article

- Official article in our community in case you prefer to share the [link](#).
- Press release prepared by ISDI is [here](#)

BonsAPPs is looking for AI Talents to revolutionize the industry by developing AI solutions and receive up to 70.000 EUR

BonsAPPS is an EU-funded H2020 project that will help SMEs in their digitalization process by allowing them to access and implement Artificial Intelligence in an easy and affordable way through [Bonseyes Marketplace](#) a high-quality AI-as-a-Service Platform that reduces time and cost of AI@Edge development, and can be used to develop AI@Edge solutions. Over the duration of the project, BonsAPPs will launch 2 Open Calls (OC) for AI Talents and low-tech SMEs that will lead to the development of 20 Use Cases in total.

In September 2021, BonsAPPs is launching its first Open Call to select 30 AI Talents (Researchers, PhDs/Post-Docs, Engineers/Developers, Data scientists) that will apply the tools and services from the AI on demand platform (Bonseyes Marketplace) to solve the Industry Challenge with the developed AI Solutions.

One-to-one email

Who can apply?

Individuals (entrepreneurs or PhD researchers) alone or in teams of up to 5 persons or legal entities: SMEs, MidCaps or Research and Technology Organizations that are registered/have citizenship/ or residence in a Member State of the EU, its Associated Countries, or the United Kingdom of GB and NI.

What are the benefits?

- Receive up to €70K for the development of an AI@Edge Solution during a 5 months program.
- Become a 'certified AI Talent user' of the Bonseyes Marketplace Platform.
- Receive access and support to use Bonseyes Marketplace Platform to develop AI@Edge Apps.

-Benefit from business mentoring and access to massive open online courses.

How to apply?

BonsAPPS 1st OC will accept applications from the 1st of September until the November 2nd 2021 through the online form <https://cutt.ly/dQAHyfT>

Direct Email to potential applicants:

Title: Funding opportunity for AI talents: BonsAPPS open call

Dear [Name / Company's Name],

My name is [Your Name] from [Your Company] and I am contacting you on behalf of [BonsAPPS](#), an EU funded project that will help SMEs in their digitalization process by allowing them to access, implement and make use of Artificial Intelligence in an easy and affordable way through a fully functional cycle for the AI development that can be done through [Bonseyes Marketplace](#).

BonsAPPS has launched its first Open Call to select and fund 30 AI Talents (Researchers, PhDs/Post-Docs, Engineers/Developers, Data scientists) to develop, integrate and deploy a feasible and re-usable AI@Edge Solution that solve industrial challenges.

Who can apply?

Individuals (entrepreneurs or PhD researchers) alone or in teams of up to 5 persons or legal entities: SMEs, MidCaps or Research and Technology Organizations that are registered/have citizenship/ or residence in a Member State of the EU, its Associated Countries, or United Kingdom of GB and NI.

What are the benefits?

- Funding up to €70K for the development of an AI@Edge Solution during a 5 months program.
- Become a 'certified AI Talent user' of the Bonseyes Marketplace Platform.
- Receive access and support to use Bonseyes Marketplace Platform to develop AI@Edge Apps.
- Benefit from business mentoring and access to massive open online courses.

How to apply?

If you think this opportunity is for you, we invite you to apply until the November 2nd 2021 at <https://bonsapps-1oc-ai-talents.fundingbox.com/>.

Best Regards,

Shorter version/collaboration with AI4EU:

Dear AI Talent,

Today we would like to share with you a unique funding opportunity for the Artificial Intelligence experts and talents that has been launched in collaboration with AI4EU.

BonsAPPS project has launched its first Open Call for AI researchers, PhDs/Postdocs, Engineers/developers and Data scientists to develop, deploy and demo ground-breaking real-world AI

solutions solving Industry challenges and using the @BonseyesAI platform with state-of-the-art embedded edge devices, user support framework and HPC services!

Industry challenges proposed will focus on Automotive, Health, Robotics and Manufacturing.

The selected AI talents and teams will receive € 70,000 for the development of an AI@Edge Solution during a 5-month support programme.

Apply before November 2nd at <https://bonsapps-1oc-ai-talents.fundingbox.com/>

We invite you to apply and share the news with your colleagues, students, and ecosystem.

Best Regards,
BonsAPPS and AI4EU teams

Direct Email to institutions that are asked to disseminate the news:

Title: Funding opportunity for AI talents: BonsAPPS open call

Dear [Name],

We would like to share with you the news about the **European funding opportunity for AI experts** that could be of interest to the partners and companies related to your cluster.

The BonsAPPS project that aims to help SMEs in their digitalization process by allowing them to access, implement and make use of Artificial Intelligence in an easy and affordable way through a fully functional cycle for the AI development that can be done through [Bonseyes Marketplace](#). has launched its first call for AI Talents (Researchers, PhDs/Post-Docs, Engineers/Developers, Data scientists) to develop, integrate and deploy a feasible and re-usable AI@Edge Solution that solve industrial challenges.

Through open call, BonsAPPS team will select 30 winners that will receive up to 70 EUR and technical support from Bonseyes Marketplace Platform.

Application is open until November 2nd through the link: <https://bonsapps-1oc-ai-talents.fundingbox.com/>

We would appreciate it if there is the possibility of sharing it with the partners of XXX or connecting with the person responsible.

Thank you in advance.

Hackathons and local info days

As part of the 1st Open Call, a series of Hackathons and webinars are planned in GA, in order to raise awareness of the project and the OC itself and to clarify the whole process of the OC.

Selection Committee has decided that it is not feasible to do 4 Hackathons during the 2 months of OC duration as it was originally planned in GA. SC has decided instead to organize Hackathons over the duration of the project to test BMP in different stages of development (dates to be confirmed).

Nevertheless, in order to guarantee the local reach of the OC without hackathons, SC has agreed to engage with AI Talents through **local Info Days that each partner should organize with their ecosystem.**

Info Days can be in the form of

- A presential meeting organized at partner's entity venue
- Online webinar in local language
- Time slot at a local event where a partner will present the OC to the audience

The main goal is to bring AI Talents' attention to the OC with a short OC overview.

How to prepare the Info Session?

The PowerPoint templates for 1st OC presentations (10 or 20min) are available [here](#).
You can also use the presentations from our 1st and 2nd webinar [here](#).

If you need a banner to promote the Info Day, please send photos of the speakers and title/text to [Alexandra Carrasco](#)

Once you have a registration link and exact date, please let us know, so we can put it on the [OC website](#) and promote it on project social media

After the webinar:

- Share the Questions that were asked here.
- Confirm to the number of attendees

Detailed information and Q&A with applicants can be redirected to 3 main webinars (see section 12 of this document)

Webinars

During the OC duration FBOX will organize a series of webinars in the following dates:

- 1st webinar (30.09): All you need to know about the Open Call for AI talents (AI4EU Webcafe).
- 2nd webinar (8.10): BonsAPPS 1st OC: Bonseyes Marketplace special
- 3rd webinar (21.10) The Final countdown: Q&A and tips

Other events

All partners should try to disseminate the news about the 1st Open Call on world class and scientific events.

If you are at the event, please let us know so we could help you to prepare the materials needed and keep ISDI in copy In order to include all the events on the main project website:
<https://bonsapps.eu/events/>

All the events are also uploaded to the OC website: <https://bonsapps-1oc-ai-talents.fundingbox.com/pages/OC%20support>

In order to present the 1st OC you can use the standard PowerPoint for 10 or 20-min presentation available in SharePoint folder

Annex 2: BonsAPPS 10-minute presentation for webinars and info sessions for partners


BONSAPPS
AI-as-a Service for the Deep Edge

1st Open Call for AI Talents

Izabela Zrazinska
 Senior Project Manager @Fundingbox
 26.08.2021

1st Open Call in a nutshell

- **Who?** AI Talents: Researchers, PhDs/Post-Docs, Engineers/Developers, Data scientists with capacity to execute both AI development and AI integration and deployment tasks with resources and services available through Bonseyes Marketplace.
- **To do what?** Development, integration and deployment of an AI@Edge Solution responding to one of the 10 specific AI Industry Challenges.
- **With what resources?** modular services, such as experimentation, model compression, optimization, benchmarking, deployment on hardware, and security available through the Bonseyes Marketplace Platform.



AI Talents eligibility



WHO CAN APPLY?

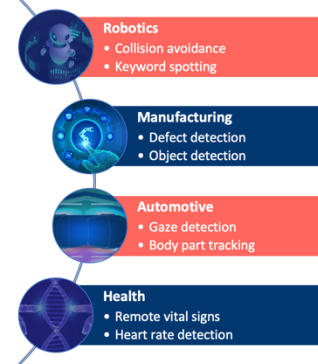


Natural Persons: Entrepreneurs / PhDs researchers, alone or in teams of up to 5 people, who are citizens or residents in a Member State of the EU, its Associated Countries, or UK of GB and NI.



SMEs, MidCaps, or Research and Technology Organizations which are registered in a Member State of the EU, its Associated Countries, or UK of GB and NI.

Industry Challenges



AI Applications solving many common and reusable challenges

Applicants (**AI Talents**) must demonstrate the capacity to execute the development and implementation of AI enabling technologies to solve specific AI Industry Challenges

Bonseyes AI Marketplace AI-as-a-Service for the Deep Edge

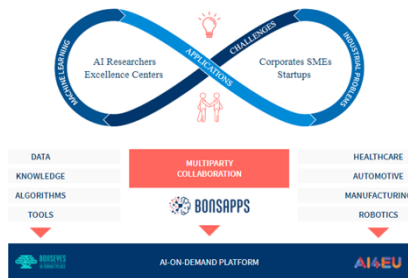


A Marketplace With A Service Layer for the Deep Edge

Originating from EU H2020 project (2018-2020), Bonseyes is a secure, distributed marketplace that offers a range of vendor-agnostic, modular services (BonsAPPS):

- ✓ Experimentation
- ✓ Model compression and optimization
- ✓ Benchmarking
- ✓ Deployment on hardware
- ✓ Security & licensing

Bonseyes AI Marketplace increases AI usage by enterprises and SMEs which lacks internal innovation capabilities by providing tools to build end-to-end, containerized, ready-to-integrate and re-usable solutions



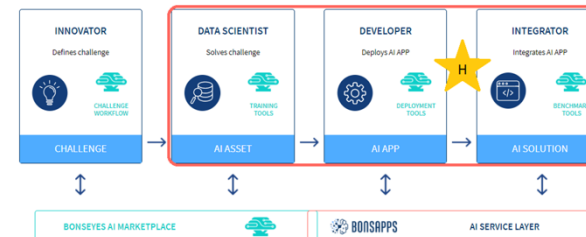
<Name> <Affiliation>; <Title> <Date>

What are the benefits?



5-month BonsAPPS Support Programme where **Use Cases** will receive:

- access and support to use of [Bonseyes Marketplace](#) tools for the development of an AI@Edge Solution.
- 70.000 EUR for **Use Case** execution and external services
- Business Mentoring and access to Massive Open Online Courses



6

How will we select the winners?

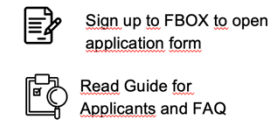


* 1	BASIC INFORMATION*	FR
* 2	LEGAL INFORMATION*	FR
* 3	EXCELLENCE*	FR
* 4	IMPACT*	FR
* 5	IMPLEMENTATION*	FR
* 6	DECLARATION OF HONOUR*	FR
* 7	PROCESSING OF PERSONAL DATA*	FR

How to apply?



<https://bonsapps-1oc-ai-talents.fundingbox.com/>



BonsAPPs Open Call for AI talents > [Apply](#)

[READ FIRST](#)

[GET HELP](#)



BonsAPPs Open Call for AI talents

Looking for Data scientists, AI developers and AI integrators that will develop and integrate AI@Edge Solutions

[Apply now](#)

Join our webinars



1st Webinar, 30th September at 3 pm CEST: All you need to know about the Open Call for AI talents (AI4EU Webcafe) [SIGN UP](#)

2nd Webinar, 8th October. BonsAPPs 1st OC: Bonseyes Marketplace special (with BCA participation) [SIGN UP](#)

3rd Webinar 21st October. The Final Countdown: Q&A and tips



2 different Open Calls >> leading to Use Cases



<https://bonsapps.fundingbox.com/>

2 Open Calls (OC) for AI Talents and SMEs
that will lead to the development of **Use Cases**.

1st Open Call for AI Talents


Funding for development and integration of an AI@Edge Solution responding to a specific industrial challenge.

When? 1st September - 2nd November 2021

2nd Open Call for SMEs

Funding to define a challenge and use external services to develop and implement AI solutions.

When? July - September 2022




BONSAPPS

AI-as-a Service for the Deep Edge


APPLY BEFORE 2nd NOVEMBER
<https://bonsapps-1oc-ai-talents.fundingbox.com/>


CONTACT US
bonsapps.help@fundingbox.com





BONSAPPS


Thank you!



Haute Ecole Spécialisée
de Suisse occidentale



Bonseyes
Community
Association






Line-Argumented


TECHNISCHE UNIVERSITÄT
BERGAKADEMIE
FREYBURG


ALMA MATER STUDIO RUM
UNIVERSITÀ DI BOLOGNA




DIGITAL TALENT


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Annex 3: BonsAPPs partners' communication reporting

Partner	Type of activity (e.g.: social media, articles, Info days, Info corners, presentations, workshops, webinars, media appearances, press releases)	Comment (e.g.: name of event, description of action, your role, etc...)	Date (CC/MM/YYYY)	Link (if relevant)	Number of stakeholders impacted (e.g. event attendees, post views, etc...)	Area(s) impacted (e.g. Madrid, Spain; Poland and Germany; Mediterranean; Global)
ISDI	LinkedIn	BonsAPPs TECHBBQ Hackathon	18/08/2021	https://www.linkedin.com/feed/update/urn:li:activity:6833726472583172096	99 impressions, 2 reactions, 2,2% engagement rate	Europe
HES-SO	Presentation & discussion	Swiss Academy for Technology & Science	06/009/2021	https://www.satw.ch/en/	over 500	Switzerland
HES-SO	Presentation	Microcity ecosystem	17/09/2021	https://www.microcity.ch/	250	Switzerland
HES-SO	Presentation	i-moutier ecosystem	17/09/2021	https://www.i-moutier.ch/	100	Switzerland
HES-SO	Mailing to members	arcm	17/09/2021	https://arcm.ch/	Over 100	Switzerland
HES-SO	Publication in Newsletter	alpICT cluster	17/09/2021	https://alpict.ch/home	2000	Switzerland
HES-SO	Presentation	BaselArea ecosystem (AI for SMEs)	28/09/2021	https://baselarea.swiss/about-basel-area	40	Switzerland
HES-SO	Mailing	Joanneum Rsearch	17/09/2021	https://www.joanneum.at/	300	Austria
HES-SO	Mailing	InnoPeaks	30/09/2021	https://innopeaks.ch/	1000	Switzerland

HES-SO	Presentation & discussion	Swiss Digital Network	24/09/2021	https://swiss-digital-network.ch/	50	Switzerland
HES-SO	Mailing	IDSIA / SUPSI	30/09/2021	https://www.idsia.ch/	Over 200	Switzerland
HES-SO	Mailing to partners	Tech4Growth	30/09/2021	https://tech4growth.ch/fr/	Over 200	Switzerland
HES-SO	Seminar	University of Sfax	01/09/2021		Over 50	Tunisia
FBA	Article in the AI Community	Pre-launch dissemination of the OC1	28/08/2021	https://spaces.fundingbox.com/spaces/artificial-intelligence-community-ai-funding-opportunities/612a60483c23182eb52ddb0e	Views 229	Global
FBA	Article in the AI Community	Dissemination of ISDs and FBA Info-day	25/10/2021	https://spaces.fundingbox.com/spaces/artificial-intelligence-ai-community-don-t-fomo-the-best-ai-events-1/617669493c23182eb52e6d18	16 views	Global
FBA	Article in the AI Community	Dissemination of BCA and FBA webinar, "Boseyes Marketplace Special"	05/10/2021	https://spaces.fundingbox.com/spaces/artificial-intelligence-ai-community-don-t-fomo-the-best-ai-events-1/615c16313c23182eb52e36d7	16 views	Global
FBA	Article in the AI Community	Dissemination of Tech BBQ	15/09/2021	https://spaces.fundingbox.com/spaces/artificial-intelligence-ai-community-don-t-fomo-the-best-ai-events-1/6141d40f3c23182eb52e04da	23 Views	Global

FBA	Article in the AI Community	Dissemination of OC1, last days to apply	28/10/2021	https://spaces.fundingbox.com/spaces/artificial-intelligence-ai-community-get-to-know-the-latest-in-ai-1/617a72733c23182eb52e75cf	116 views	Global
FBA	Article in the AI Community	Dissemination of the Q&A from the AI4EU WebCafe Webinar	08/10/2021	https://spaces.fundingbox.com/spaces/artificial-intelligence-ai-community-ai-for-the-deep-edge-helpdesk/616069393c23182eb52e4663	133 views	Global
FBA	Article in the AI Community	Dissemination of Bonseyes marketplace special webinar's materials,	14/10/2021	https://spaces.fundingbox.com/spaces/artificial-intelligence-ai-community-ai-for-the-deep-edge-helpdesk/6168084d3c23182eb52e4ee5	24 views	Global
FBA	Article in the AI Community	Dissemination of Bonseyes Marketplace Webinar's Q&A	15/10/2021	https://spaces.fundingbox.com/spaces/artificial-intelligence-ai-community-ai-for-the-deep-edge-helpdesk/616981063c23182eb52e52bb	86 views	Global
FBA	Article in the AI Community	Dissemination of FBA 3 RD Webinar's Q&A	22/10/2021	https://spaces.fundingbox.com/spaces/artificial-intelligence-ai-community-ai-for-the-deep-edge-helpdesk/617289083c23182eb52e6b91	128 views	Global

FBA	Article in the AI Community	How to write a winning application	27/10/2021	https://spaces.fundingbox.com/spaces/artificial-intelligence-ai-community-ai-for-the-deep-edge-helpdesk/617955163c23182eb52e73d3	33 views	Global
FBA	Article in the AI Community	Dissemination of BonsAPPS Preliminary results.	04/11/2021	https://spaces.fundingbox.com/spaces/artificial-intelligence-ai-community-ai-for-the-deep-edge-helpdesk/61840e3a3c23182eb52e8216		
FBA	Article in the I4MS Community	Open Call Launch	01/09/2021	https://spaces.fundingbox.com/spaces/i4ms-other-funding-opportunities/612f2fba3c23182eb52de307	106 views	Global
FBA	Article in the I4MS Community	Final countdown to apply to OC1	20/10/2021	https://spaces.fundingbox.com/spaces/i4ms-other-funding-opportunities/617a894a3c23182eb52e7625	19 views	Global
FBA	Article in the I4MS Community	Dissemination of Nordics Hackathon	16/09/2021	https://spaces.fundingbox.com/spaces/i4ms-other-events/61237c9989116a059aaecfb9	4 views	Global
FBA	Article in the DIHNET.eu Community	Last days to apply to OC1	20/10/2021	https://spaces.fundingbox.com/spaces/dihnet-eu-digital-innovation-hubs-community-dihnet-eu-news/617a88e93c23182eb52e7623	5 views	Global

FBA	Article in the AI4EU Supportive partners space in the DIHNET.eu Community	Dissemination of Nordics Hackathon	19/08/2021	https://spaces.fundingbox.com/spaces/dihnet-eu-community-ai4eu-supportive-partners/611e55e089116a059aaecce1	10 views	Global
FBA	Article in the AI4EU Supportive partners space in the DIHNET.eu Community	Dissemination of OC1	22/09/2021	https://spaces.fundingbox.com/spaces/dihnet-eu-community-ai4eu-supportive-partners/614ad7813c23182eb52e144e	5 Views	Global
FBA	Article in the AI4EU Supportive partners space in the DIHNET.eu Community	Final countdown to apply to OC 1	29/10/2021	https://spaces.fundingbox.com/spaces/dihnet-eu-community-ai4eu-supportive-partners/617ba1f33c23182eb52e77c2	5 views	Global
FBA	Article in the DIH2 Community	OC 1 launch	01/09/2021	https://spaces.fundingbox.com/spaces/dih2-general/612f3a1f3c23182eb52de357	9 VIEWS	Global
FBA	Article in the DIH 5G Community	OC 1 launch	01/09/2021	https://spaces.fundingbox.com/spaces/dih-5g-community-funding-opportunities/612f3b363c23182eb52de35d	13 views	Global
FBA	Article in the i4Q Community	OC1 Launch	01/09/2021	https://spaces.fundingbox.com/spaces/i4q-general/612f29c13c23182eb52de2ea	14 views	Global
FBA	Article in the I-ENERGY Community	OC1 Launch	01/09/2021	https://spaces.fundingbox.com/spaces/i-nergy-news-updates/612f2b573c23182eb52de2ee	35 views	Global

FBA	Article in the I- NERGY Community	Dissemination of the Nordics Hackathon	19/08/2021	https://spaces.fundingbox.com/spaces/i-nergy-news-updates/611e770489116a059aaeccfa	23 Views	Global
FBA	Article in the I- NERGY Community	Dissemination of Bonseyes Marketplace special webinar.	08/10/2021	https://spaces.fundingbox.com/spaces/i-nergy-news-updates/615c172b3c23182eb52e36e4	7 views	Global
FBA	Article in Samrt4ALL Community	OC1 Launch	01/09/2021	https://spaces.fundingbox.com/spaces/smart4all-news-events-articles-more/612f2de93c23182eb52de301	10 views	Global
FBA	Article in RobotUnion	OC1 Launch	01/09/2021	https://spaces.fundingbox.com/spaces/robot-union-general/612f2eed3c23182eb52de306	13 views	Global
FBA	Event participation	TechBBQ	16- 17/09/2021	https://www.linkedin.com/posts/bonsapps_bonsapps-ai-funding-activity-6844192693493501953-hYA4	3000	Nordics (Denmark)
FBA	Event participation	Cascade Funding Opportunities for polish SMEs	26/08/2021			Poland
FBA	Event participation	Cascade Funding Workshop with GAIN	21/09/2021		14	Spain (Galicia)
FBA	DIHs Mailing	Direct email to DIH representatives	21/09/2021		20 DIHs (AI4EU Supportive Group)	Europe

FBA	FBOS Newsletter	August Funding Newsletter	18/09/2021		Sent to 22.422 subscribers	Global
FBA	FBOX Newsletter	September Funding Newsletter	21/09/2021		22.555 subscribers	Global
FBA	DIHNET Bulletin	September DIHNET Bulletin	01/09/2021		1000+	European DIHs
FBA	FBOX Community Post		19/08/2021	https://spaces.fundingbox.com/spaces/fundingbox-community-tap-into-our-funding-opportunities/612f41e43c23182eb52de370	160 views	Europe
FBA	FBOX Community post	Countdown to apply to OC1	28/10/2021	https://spaces.fundingbox.com/spaces/fundingbox-community-tap-into-our-funding-opportunities/617a87ae3c23182eb52e7620	19 views	Global
FBA	ICT49 FSTP Group	OC toolkit send to ICT49 projects				Europe
FBA	FBOX related Communities Post	posted in BOWI; I4MS, I Energy projects communities	19/08/2021			Europe
FBA	Facebook	Promotion in Facebook of OC Launch	01/09/2021	https://www.facebook.com/FundingBoxAccelerator/photos/a.874866962526363/4588189001194122/?type=3	4537 followers	Global
FBA	Twitter	Promotion in Twitter of OC launch	01/09/2021	https://twitter.com/FundingBox/status/1432961608842719232	3596 followers	Global

FBA	LinkedIn	Promotion in LinkedIn of OC launch	01/09/2021	https://www.linkedin.com/posts/the-funding-box-group-s-l-opencall-bonsapps-activity-6838727513502576640-jEgb	5675 followers	Global
FBA	Mailing to AI4EU and Elise applicants					Europe
FBA	Call published on FBOX MoneyBox		01/09/2021	https://fundingbox.com/money-box/		Global
FBA	OC toolkit shared with AI4EU Dissemination Manager	will share in comm channels and request to include the OC on AI4EU website	21/09/2021	https://www.linkedin.com/posts/ai4eu_ai4eu-opencall-ai-activity-6845996813095374848-6j-J	3138 (LinkedIn)	Europe
ISDI	LinkedIn	AI4EU Café OC1	22/09/2021	https://www.linkedin.com/feed/update/urn:li:activity:6846429107102724096	2,611 followers	Europe
ISDI	LinkedIn	Press release - OC1	06/09/2021	https://www.linkedin.com/feed/update/urn:li:activity:6840542145552637952	2,611 followers	Europe
ISDI	LinkedIn	OC1 announcement	01/09/2021	https://www.linkedin.com/feed/update/urn:li:activity:6838770002280095744	2,611 followers	Europe
ISDI	Twitter	AI4EU Café OC1	21/09/2021	https://twitter.com/ISDIacc/status/1440355383512485899	1,019 followers	Europe
ISDI	Twitter	OC1 announcement	06/09/2021	https://twitter.com/ISDIacc/status/1434777297593196546	1,019 followers	Europe

ISDI	Twitter	TechBBQ	09/10/2021	https://twitter.com/ISDIacc/status/1436279346377932809	1,019 followers	Europe
ISDI	Newsletter	ISDI Acc Newsletter - OC1 Announcement	09/10/2021	https://us8.campaign-archive.com/?u=a03def41f5b2a1f95b10bb327&iid=4a75987500&e=[UNIQID]	481 subscribers	Europe
ISDI	Newsletter	IMPACT Acc Newsletter - OC1 Announcement	09/10/2021	https://us8.campaign-archive.com/?u=a03def41f5b2a1f95b10bb327&iid=deb1ad81ca&e=[UNIQID]	5,427 subscribers	Europe
ISDI	Event participation	South Summit (5-7 Oct) - Stand	05/10/2021	https://www.southsummit.co/	11,500 participants	Spain + Europe
ISDI	Press Clipping - Media Appearance	OC1 announcement	13/09/2021	https://revistapymes.es/isdi-abre-la-primera-convocatoria-de-bonsapps-para-impulsar-la-ia-en-europa/	Value: 28€ Audience: 3,000	Spain
ISDI	Press Clipping - Media Appearance	OC1 announcement	03/09/2021	https://www.eleconomista.es/ecoaula/noticias/11378137/09/21/ISDI-financiara-con-2-millones-de-euros-a-expertos-en-Inteligencia-Artificial-y-PYMES-a-traves-del-proyecto-europeo-BonsAPPS.html	Value: 9,269 € Audience: 9,119,000	Spain
ISDI	Press Clipping - Media Appearance	OC1 announcement	03/09/2021	https://apuntelego.es/bitacora/2021/bitacora20210902.html#ISDI	n/a	Spain
ISDI	Press Clipping - Media Appearance	OC1 announcement	03/10/2021	https://profootballtalkline.com/news/23840/isd	n/a	USA

				i-will-finance-experts-in-artificial-intelligence/		
ISDI	Press Clipping - Media Appearance	OC1 announcement	05/09/2021	https://okdiario.com/economia/bonsapps-vehiculo-isdi-financiar-2-millones-pymes-expertos-inteligencia-artificial-7739970	Value: 12,940 € Audience: 19,686,000	Spain
ISDI	Press Clipping - Media Appearance	OC1 announcement	08/10/2021	https://www.muypymes.com/2021/09/08/isdi-millones-expertos-inteligencia-artificial-pymes	n/a	Spain
ISDI	Press Clipping - Media Appearance	OC1 announcement	09/09/2021	https://www.emprendedores.es/ayudas/bonsapps-programa-de-isdi-inteligencia-artificial/	Value: 1,252 € Audience: 964,000	Spain
UNIBO	Press Clipping - Media Appearance	OC1 announcement	15/10/2021	https://www.ildenaro.it/intelligenza-artificiale-caccia-ai-talenti-candidature-entro-il-28-ottobre/	n/a	Italy
UNIBO	Press Clipping - Media Appearance	OC1 announcement	10/10/2021	https://www.clustertrasporti.it/digitalizzazione-bando-bonsapps-per-rivoluzionare-le-reti-di-comunicazione-europee/	n/a	Italy
ISDI	Press Clipping - Media Appearance	OC1 announcement	20/10/2021	https://www.todostartups.com/ayudas/isdi-financiera-con-2-millones-a-expertos-en-inteligencia-artificial-y-pymes	n/a	Spain

ISDI	Blog post - PR	OC1 announcement	02/10/2021	https://accelerator.isdi.education/bonsapps-convocatoria-abierta/	n/a	Spain
ISDI	Newsletter	ISDI Acc Newsletter - OC1 Announcement	26/10/2021	https://us8.campaign-archive.com/?u=a03def41f5b2a1f95b10bb327&id=efd077e1f3&e=[UNIQID]	481 subscribers	Europe
ISDI	Newsletter	IMPACT Acc Newsletter - OC1 Announcement	26/10/2021	https://us8.campaign-archive.com/?u=a03def41f5b2a1f95b10bb327&id=db0e6abc1c&e=[UNIQID]	5,427 subscribers	Europe
ISDI	Newsletter	ISDI Acc newsletter - OC1 Results	07/12/2021	https://us8.campaign-archive.com/?u=a03def41f5b2a1f95b10bb327&id=7132abaa15&e=[UNIQID]	481 subscribers	Europe
ISDI	Newsletter	IMPACT Acc newsletter - OC1 Results	07/12/2021	https://us8.campaign-archive.com/?u=a03def41f5b2a1f95b10bb327&id=c34fb88569&e=[UNIQID]	5,427 subscribers	Europe
BTH	Info Day	Distributed via South Sweden Universities Brussel office	28/10/21			Sweden
ISDI	Twitter	OC1 announcement	15/10/2021	https://twitter.com/ISDIacc/status/144903388467230728	1,027 followers	Europe
ISDI	Twitter	Info Session OC (ISDI)	14/10/2021	https://twitter.com/ISDIedu/status/1448651094733647885	10,935 followers	Spain

ISDI	Twitter	Info Session OC (ISDI)	14/10/2021	https://twitter.com/ISDIacc/status/1448588321853169665	1,027 followers	Europe
ISDI	Twitter	South Summit - OC1 announcement (video)	07/10/2021	https://twitter.com/ISDIacc/status/1446059577699676160	1,027 followers	Europe
ISDI	Twitter	AI4EU Café OC1	21/09/2021	https://twitter.com/ISDIacc/status/1440355383512485899	1,027 followers	Europe
ISDI	LinkedIn	OC1 announcement	15/10/2021	https://www.linkedin.com/feed/update/urn:li:activity:6854800404329328641	2,650 followers	Europe
ISDI	LinkedIn	Info Session OC (ISDI)	15/10/2021	https://www.linkedin.com/feed/update/urn:li:activity:6854694571784339456	2,650 followers	Europe
ISDI	LinkedIn	Info Session OC (ISDI)	12/10/2021	https://www.linkedin.com/feed/update/urn:li:activity:6853658049983324160	2,650 followers	Europe
ISDI	LinkedIn	South Summit - OC1 announcement (video)	07/10/2021	https://www.linkedin.com/feed/update/urn:li:activity:6851830888959897603	2,650 followers	Europe
ISDI	LinkedIn	AI4EU Café OC1	28/09/2021	https://www.linkedin.com/feed/update/urn:li:activity:6848607466419171328	2,650 followers	Europe
ISDI	LinkedIn	AI4EU Café OC1	23/09/2021	https://www.linkedin.com/feed/update/urn:li:activity:6846817175563444224	2,650 followers	Europe

ISDI	Newsletter	ISDI Acc Newsletter - OC1 Announcement - deadline	20/10/2021			Europe
FBA	FBOX Newsletter	October Funding Newsletter	18/10/2021		20954 subscribers	Global
FBA	Event participation	Wolves Summit: BonsAPPs Open Call presentation	20/10/2021		3 participants in the session	Europe
FBA	Event participation	EU Week of Regions and Cities	13/10/2021	https://eu.app.swapcard.com/event/eu-regions-week/planning/UGxhbm5pbmdfNjMxMTI4	100	Europe
FBA	Twitter	Q&A from 1st webinar	13/10/2021	https://twitter.com/FundingBox/status/1448279922292805639		Global
FBA	Facebook	Q&A from 1st webinar	13/10/2021	https://www.facebook.com/FundingBoxAccelerator/photos/a.874866962526363/4725534187459602/?type=3		Global
FBA	LinkedIn	Post in FBOX social media with Q&A from 1st webinar	13/10/2021	https://www.linkedin.com/posts/the-funding-box-group-s-l-fundingbox-spaces-activity-6854045667069890562-Nz8o	5292	Global
FBA	Twitter	Post to promote AI4EU Webcafe	22/09/2021	https://twitter.com/FundingBox/status/1440620438824968196		Global
FBA	Facebook	Post to promote AI4EU Webcafe	22/09/2021	https://www.facebook.com/FundingBoxAccelerator/photos/a.874866962526363/4725534187459602/?type=3		Global

				526363/4655922877754067/?type=3		
FBA	LinkedIn	Post to promote AI4EU Webcafe	22/09/2021	https://www.linkedin.com/feed/update/urn:li:share:6846386128514281472/	5292	Global
FBA	Facebook	Post to promote AI4EU Webcafe	30/09/2021	https://www.facebook.com/FundingBoxAccelerator/photos/a.874866962526363/4683288778350810/?type=3		Global
FBA	LinkedIn	Post to promote AI4EU Webcafe	30/09/2021	https://www.linkedin.com/feed/update/urn:li:share:6849236785189466112/	5292	Global
FBA	Twitter	Post to promote AI4EU Webcafe	30/09/2021	https://twitter.com/FundingBox/status/1443470896082063360		Global
FBA	Social Media	AI4EU promotion of AI4EU Cafe	22/09/2021	https://www.linkedin.com/posts/ai4eu_artificialintelligence-ai-activity-6846407821920133120-Es4s		Global
FBA	LinkedIn	Promotion of 2 nd Webinar	05/10/2021	https://www.linkedin.com/feed/update/urn:li:share:6851078752563187712/	5292	Global
FBA	Twitter	Promotion of 2 nd Webinar	05/10/2021	https://twitter.com/FundingBox/status/1445312951502651401		Global
FBA	Facebook	Promotion of 2 nd Webinar	05/10/2021	https://www.facebook.com/FundingBoxAccelerator/photos/a.874866962526363/4698837583462596/?type=3		Global

FBA	LinkedIn	AI4EU promotion of 2nd Webinar	8/10/2021	https://www.linkedin.com/posts/ai4eu_ai4eu-ai-innovation-activity-6852152206423068672-23nu	5292	
FBA	Twitter	AI4EU promotion Q&A 2nd webinar	22/10/2021	https://twitter.com/BonsApps/status/1451577927959814172		
FBA	LinedIn	AI4EU promotion of 3rd Webinar	21/10/2021	https://www.linkedin.com/posts/ai4eu_innovation-artificialintelligence-datascience-activity-6856855791673118720-kr3Y	5292	
FBA	Twitter	AI4EU promotion of 3 rd Webinar	21/10/2021	https://twitter.com/AI4EU/status/1451088499390795780/photo/1		
FBA	Twitter	AI4EU Promotion BonsAPPS preliminary results	3/11/2021	https://twitter.com/BonsApps/status/1455927322700361736		
FBA	Facebook	Final countdown to apply	28/10/2021	https://www.facebook.com/FundingBoxAccelerator/photos/a.874866962526363/4773446659335021/?type=3		Global
FBA	Twitter	Final countdown to apply	28/10/2021	https://twitter.com/FundingBox/status/1453738739314921472		Global
FBA	LinkedIn	Final countdown to apply	28/10/2021	https://www.linkedin.com/feed/update/urn:li:share:6859505011244756992/	5292	Global
FBA	Event participation	EGI Conference	20/10/2021		39	

BCA	Twitter	Call for providers of #HPC	18/05/2021	https://twitter.com/BonseyesAI/status/1394742492201897986?t=jMTzqO6_cWoZbglRNcdlw&s=19	2	Europe
BCA	Twitter	Industry Day	16/06/2021	https://twitter.com/BonseyesAI/status/1405103395871113220?t=eOucK9nr3bOiW96hPjUwFQ&s=19	1	Europe
BCA	Twitter	Industry Day	25/06/2021	https://twitter.com/BonseyesAI/status/1408465858456924170?t=dQRhJ3Y6yn20QRUE5Zkrzw&s=19	2	Europe
BCA	Twitter	Hackathon TechBBQ	25/08/2021	https://twitter.com/BonseyesAI/status/1430493683766472705?t=w_cKPEH1VGx9a75UVcJpEg&s=19	6	Europe
BCA	Twitter	Open Call AI Talents	01/09/2021	https://twitter.com/BonseyesAI/status/1433074980582006784?t=fUOryd-o8McsDBA_K8c0cg&s=19	3	Europe
BCA	Twitter	Open Call AI Talents	01/09/2021	https://twitter.com/BonseyesAI/status/1433077025141624835?t=pUWOQEJ648dElOwVffKstw&s=19	3	Europe
BCA	Twitter	TechBBQ	16/09/2021	https://twitter.com/BonseyesAI/status/1438502539993837577?t=kwLYPodz6gje2NuiKMvZyQ&s=19	4	Europe

BCA	Twitter	Info Session Open call	12/10/2021	https://twitter.com/BonseyesAI/status/1447899839795273732?t=ihlhpG5KeW709Pu8Rysp3A&s=19	4	Europe
BCA	Twitter	Open call AI Talents	29/10/2021	https://twitter.com/BonseyesAI/status/1454012363590541313?t=sOkwbTphO_To8Yd-0O5tQ&s=19	3	Europe

Annex 4: Agenda for the Industry Day



INDUSTRY WORKSHOP - 24th JUNE 2021 - AGENDA

TIME	ITEM		LEADER
9:00	Welcome by BonsAPPs Project Coordinator		[HES-SO] Nuria Pazos Nabil Ouerhani
9:15	Presentation of participants		Each participant
9:45	BonsAPPs & Industry Challenges with FSTP (Plenary session)	• Overview of the Bonseyes Marketplace (AI Challenge, AI Assets, AI Apps, AI Solutions, Developer Platforms, User Journey)	[BCA/NVISO] Tim Llewellynn JM Bonnefous Colin Mason
		• Sample BonsAPPs industry AI challenge description	
		FSTP Concept and Open Call description	[FBA] Izabela Zrazinska
10:45 - Coffee break			
11:00	Project Advisors		[Various] Ovidiu Vermesan Fredrik Heintz Stefano Costa Javier Bajo
11:20	Lighthouse Use Cases (Plenary session)	Automotive	[NVISO] Tim Llewellynn
		Healthcare	[BCA] JM Bonnefous
		Robotics	[HES-SO] Nuria Pazos, Miguel de Prado
		Manufacturing	[ST-I/HES-SO] Giulio Ulrini, Nabil Ouerhani
		Technical information (Teams, rooms, Mural, etc)	[ISDI] Emily Carroll
12:30 - Lunch			
13:30	Workshops (Parallel session)	Automotive stream	[NVISO] Tim Llewellynn
		Healthcare stream	[BCA] JM Bonnefous
		Robotics stream	[HES-SO] Nuria Pazos, Miguel de Prado
		Manufacturing stream	[HES-SO/ST-I] Nabil Ouerhani, Giulio Ulrini
14:45 - Coffee break			
15:00	Summary and Conclusion (Plenary session)	Wrap-up Automotive	[NVISO] Tim Llewellynn
		Wrap-up Healthcare	[BCA] JM Bonnefous
		Wrap-up Robotics	[HES-SO] Nuria Pazos, Miguel de Prado
		Wrap-up Manufacturing	[HES-SO] Nabil Ouerhani
		Closing remarks by Project Coordinator	[HES-SO] Nuria Pazos, Nabil Ouerhani
16:00 - End			

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