



European  
Large-Scale Pilots  
Programme

# SYNCHRONICITY

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**The road towards sustainable scale-up of IoT & Data Marketplaces**

**Gemma Guilera, Connected Places Catapult**  
**Brendan Rowan, BluSpecs**



This project has received  
funding from the European  
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South Korea



Mexico

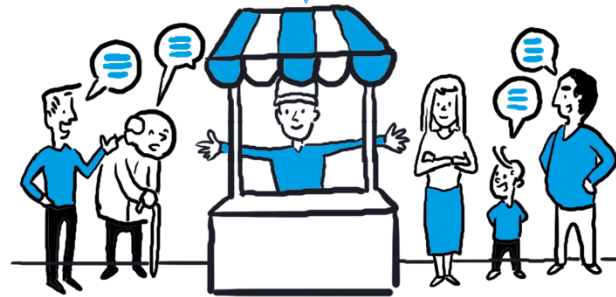


## SYNCHRONICITY



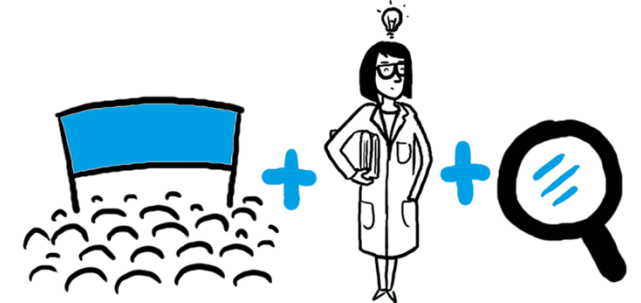
### SUPPLY: GROWING EU COMPANIES

EU IoT-ENABLED FIRMS LEAD THE  
DEVELOPMENT OF ADVANCED URBAN  
SERVICES



### MARKET MAKING

MARKET WITH FEWER BARRIERS  
INTEROPERABLE, REPLICABLE, RESUSABLE AND  
SCALABLE ADVANCED URBAN SERVICES



### DEMAND: INFORMED CITIES

CITIES BECOME BETTER CUSTOMERS FOR  
ADVANCED IoT URBAN SERVICES

# How to make it happen in practice?

## H2020 SynchroniCity Project (3 years)

### MARKET CREATION

- Visionary & Evangelist
- Set Values & Principles
- Set technical baseline – MIMs (OASC)
- Co-creation. Collaboration.

### DEVELOPING, TESTING & REFINING

- Make it a commitment
- Have a neutral convener
- Have city champions
- Co-creation

### GROWING THE MARKET

- Inclusive Mechanisms (Open Calls, etc.)
- Clear, non-restrictive rules - piloting
- Showcasing (case studies, impact, business models)

- Create Community-led networks
  - OASC
  - IoT Next Club
- Transparency, Trust & Safety
- Bring in the investor.

### FULLY OPERATIVE & MATURE MARKET

Market runs on its own



SYNCHRONICITY



IOT.NEXT CLUB

# Part of something bigger...

258 organisations

€104 million

68 use cases

19 countries

3 continents



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“The IoT Next SME Club aims to build up the biggest (and best) European IoT ecosystem, bringing together SMEs, start-ups and market-makers.

Club members will source, curate and share opportunities to actively shape the next-generation technological business and social landscape.”

# Core principles

- Participatory
- Sharing of experience and good practices
- Optimising resources and know-how
- Offering value to SMEs, start-ups and developers
- Supporting the core work and commitments of the LSPs



# Two-tier network

IOT.NEXT

IOT.NEXT

Plus

# The community

IoT Next Club  
brendan

Jump to...

All Threads

Channels

# 01general

# 02fundingopps

# 03geekhub

# 04tinderfortech

# 05next-gen-iot

# 06piloptops

# 07random

# 08accelerationprogs

activage

coordination

iof2020

monica

synchronicity

Direct Messages

Slackbot

brendan (you)

Alexander Berlin - Berli...

Gemma - SynchroniCity

Javier Mantilla

#03geekhub

90 | 2 | Add a topic

next club to create synerg.

Wednesday, February 27th

We would like to know, who has experience using Copernicus data (space open data) for Smart Cities or other domains with some success and business impact

4

Thursday, February 28th

Jo 11:55 AM

I have looked into it and have some examples and use cases. (edited)

3 replies Last reply 21 days ago

jara 4:31 PM

Great


Jo 4:31 PM

@ jara

PDF

Copernicus data and smart cities.pdf

197 kB PDF



+ Message #03geekhub

brendan (you)

Alexander Berlin - Berli...

Gemma - SynchroniCity

Javier Mantilla

+ Message #03geekhub

IoT Next Club  
brendan

Jump to...

search

@ ☆ ⋮

read

3geekhub

Jo Mar 19th at 5:08 PM

Anyone has experience with connecting to the TTN - network on ground level in an urban context? We only have good connection on top of roofs in cities but not on lower levels.

2 1

lies

orlandoferrer 1 day ago

This is relevant to what I'm working on, would be interested in any solutions you come up with!

Is adding your own gateway out of the question? There is a new and affordable indoor gateway (you might have heard about it). I'll probably get one soon for testing.

<https://thethingsindustries.pr.co/170876-the-things-industries-announces-a-low-cost-lorawan-indoor-gateway-together-with-gemtek-and-rs-components>

@Jo

#01general

101 | 1 | General pres

Thursday, March 28th

Tuesday, April 2nd

Arturo Medela 12:19 PM

Hi, everyone! I'm Arturo, representing TST's R&D Department. We are part of the CELESTIA Technologies group and are deeply into designing and developing for IoT products and services.

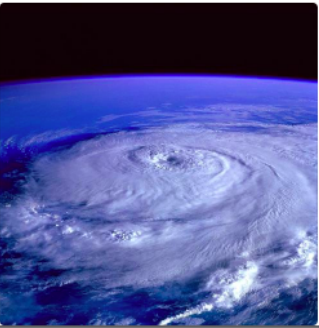
1 2

Arttu Huhtiniemi 12:35 PM

Hi, I am Arttu, Data strategist at <http://dainstudios.com> - a consultancy dedicated to Data, AI and iNsights. I am here to learn more about IoT and the use cases in manufacturing.

Dain Studios

Homepage - Dain Studios (110 kB)



+ Message #01general

# Meet Our Team



Alexander Berlin  
IOF 2020



Gemma Guilera  
SYNCHRONICITY



Achille Zappa  
ACTIVAGE



Tanya Suárez  
CREATE-IoT



Suzanne Morton  
MONICA



Marta Pérez Alba  
ACTIVAGE



Kai Zhang  
U4IOT



Brendan Rowan  
CREATE-IoT

# IoTWeek

Aarhus, 17 - 21 June 2019

#IoTWeek2019

IoT Week is a one-of-a-kind 5 day conference where leaders from the worlds of business, tech and science shed light on the future of technology and its impact on business and life.

REGISTER NOW

# Your Personal Invitation to Join the Club

<http://bit.ly/IoTNextC>





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