

# NOTA DE PRENSA

## PRESS RELEASE

### 27 PLACES AVAILABLE IN A NEW GLOBAL WAYRA'S CALL TO ACCELERATE STARTUPS COMMITTED TO THE DIGITAL ENVIRONMENT

- Any startups aspiring to enter Wayra, the corporate accelerator for Telefónica Open Future\_, will be able to apply to develop their idea at the academies in Caracas (Venezuela), London (UK), Mexico DF (Mexico), Munich (Germany), Santiago (Chile) and Sao Paolo (Brazil).
- The deadline for submissions of the call for proposals –aimed at entrepreneurs with IT-based projects– is October, 23<sup>rd</sup> (23:59 GMT+1).

**Madrid, 26 September 2016- Wayra**, the startup accelerator network belonging to **Telefónica Open Future\_** which is present worldwide with 11 academies in 10 countries, has launched a new call for proposals (the second one in 2016) for entrepreneurs. There are 27 places available, divided among the facilities in Caracas (Venezuela), London (UK), Mexico DF (Mexico), Munich (Germany), Santiago (Chile) and Sao Paolo (Brazil).

Proposals from startups can be received up until 23 October, and the only requirement for the proposals is to be focused to the digital environment. Nevertheless, solutions involving the Internet of Things (IoT), Security, Cloud, projects for network infrastructures and Big Data are specially appreciated. Another desirable, but not essential, factor is for the solutions to have begun their commercial validation process.

Selected companies will receive financial investment in the form of seed capital and acceleration services including a stay in an innovative co-working space by the project team, guidance and direct support from the Wayra team, mentoring on key issues for business growth (such as advice on strategy, sales, marketing and communication), training in entrepreneurship tools and business management, access to Wayra, Open Future\_ and Telefónica's network of contacts and experience not only in the city where their stay is based but also from the rest of the countries where the initiative is present, and exposure in the media and vis-à-vis potential investors.

Requirements for participation include, besides of having a product/service based on new technologies and Internet which is validated by the market (active users), having a scalable business model with global projection; boasting a multidisciplinary task force, with experience in the company's sector; and being committed to the acceleration process. To access the call for proposals, just go to: <http://wayra.openfuture.org>

Entre los requisitos para participar se encuentran, además de que el producto/servicio esté basado en las nuevas tecnologías, que tenga un modelo de negocio escalable y con proyección global, y que que cuente con un equipo de trabajo multidisciplinario, con experiencia en el sector de la empresa y que esté comprometido con el proceso de aceleración. El acceso a la convocatoria se realiza desde <http://wayra.openfuture.org>

## About Wayra

Wayra is Telefónica Open Future\_ accelerator of digital startups whose main objective it to promote innovation and detect new products and services in Latin America and Europe in the field of Information and Communications Technology (ICT ). Through its global project acceleration model, Wayra supports entrepreneurs in their development by providing them with technological tools, qualified mentors, an avant-guard working space and funding to accelerate its growth.

## About Telefónica Open Future\_

Telefónica Open Future is a global programme designed to connect entrepreneurs, startups, investors and public and private partners around the world to capture innovation and business opportunities. Its goal is to support talent at all stages of growth through a comprehensive model for acceleration that is designed to connect talent with organisations, investors and companies. The programme incorporates all the Telefónica Group's open innovation, entrepreneurship and investment initiatives (Think Big, Talentum, Crowdfunding, Wayra, Amérigo and Telefónica Ventures) through a global network that is open to participation by external partners that wish to develop their own entrepreneurial and investment strategies. To date, more than 49,000 proposals have been analysed, with a portfolio of over 1,300 startups; it is present in 17 countries and a total of 384 million euros has been committed to investment by Telefónica and its partners. More info: <https://www.openfuture.org/en>

## More information:

Marisa Orellana: 617 86 30 30 / [marialuisa.orellanasanz.ext@telefonica.com](mailto:marialuisa.orellanasanz.ext@telefonica.com)

Miguel Ángel García: 628 12 26 94 / [miguelangel.garciasanchez.ext@telefonica.com](mailto:miguelangel.garciasanchez.ext@telefonica.com)