

# NOTA DE PRENSA

## PRESS RELEASE

### WAYRA LAUNCHES A NEW CALL FOR PROPOSALS 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), Lima (Peru), Spain (Madrid and Barcelona), Santiago (Chile) and Munich (Germany).
- The deadline for submissions of the call for proposals – aimed at entrepreneurs with IT-based projects and with a special emphasis on solutions based on the Internet of Things, Cloud technology, network infrastructure and Big Data – is 8 May

**Madrid, 15 April 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 first in 2016) for entrepreneurs. There are 29 places available, divided among the facilities in Caracas (Venezuela), Lima (Peru), Spain (Madrid and Barcelona), Santiago (Chile) and Munich (Germany).

Proposals from startups can be received up until 8 May and this year the call has requested that the proposals focus particularly on solutions involving the Internet of Things (IoT), Cloud applications, projects for network infrastructures and Big Data, as they will have more likelihood of meeting market demands and, consequently, of attracting greater investment by third parties, as well as being in line with Telefónica's plans for the next few years for developing its business. 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, connectivity services, 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: 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>

## **Telefónica Open Future\_**

Telefónica Open Future\_ is the open innovation programme that brings to life Telefónica's global commitment to develop and gain talent and entrepreneurship; since 2014, it has grouped together all of Telefónica's existing activities and projects in the field of open innovation. Through social entrepreneurship initiatives and commitment to entrepreneurship among young people, Think Big and Talentum, its Crowdfunding spaces, the Wayra accelerators, and the Telefónica Ventures and Amerigo investment funds, it promotes and invests in viable technology-based projects, ideas and people, at all stages of the lifecycle, openly and in conjunction with public and private organisations. It has a portfolio of more than 850 startups that have been accelerated, more than 600 startups invested in and offices in 17 countries in Latin America, Europe and Asia. For further information: <http://www.openfuture.org>