ACCELERATE
A Platform for the Acceleration of go-to market in the ICT industry

PROJECT SUMMARY
Accelerate targeted in enabling mass adoption of acceleration knowhow by European technology companies as a goal to shorten the innovation cycle and time-to-market. The project created a lot of visibility for this highly relevant topic and had significant transformational impact on several of the companies.

OBJECTIVES
- Shorten go-to-market time
- Increase number of new products, solutions & accelerated ideas
- Industrially validated methods for acceleration

EXPECTED RESULTS
- Four-phase acceleration methodology & supporting technologies
- Accelerate platform for matchmaking start-ups & investors
- Three spin-offs
- Online go-market self-test

UNIQUE SELLING POINTS / BUSINESS VALUE
- Domain-independent acceleration methodology
- Speeding up go-to-market
- Understanding critical go-to-market issues with the self-test

PROJECT SUMMARY
Päivi Jaring - VTT Technical Research Centre, Finland
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Project website: www.accelerateproject.eu
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PROJECT CONSORTIUM

START DATE SEPTEMBER 2013
END DATE NOVEMBER 2016

ACCELERATE PROJECT PARTNERS
- Large companies (4)
- SMEs (10)
- Universities (2)
- Research institutes (2)

WORK PACKAGES OVERVIEW

Project leader
Päivi Jaring - VTT Technical Research Centre, Finland

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The **FOUR PHASES OF ACCELERATION** are a set of best practices for any start-up to follow in their go to market process.

Following them allowed BEIA to boost online presence in the Romanian telemetry sector by growth-hacking the company’s brand.

**GROWTH**
AcCELERATE enabled BEIA to faster scale innovative Telemetry and IoT business solutions ([www.beia-telemetrie.ro](http://www.beia-telemetrie.ro)) and setting up 2 start-ups.

**VISIBILITY**
Streamlined the dissemination activities (papers, conferences, etc.)

**ACCELERATED GO-TO-MARKET AND PROFITABILITY**
Improved web toolbox to promote innovative solutions, including e-commerce ([www.accelerateplatform.eu](http://www.accelerateplatform.eu))

Telemetry solutions are being successfully utilised in hydrometrics, irrigation control systems, meteorology, water and air quality measurements, water management systems, measurement of renewable energy potential, plant disease management and more.

*BEIA is a leading provider of IT, telecommunications and telemetry equipment in Romania, having more than 25 years of experience and more than 10,000 successful projects.*

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