

We show here the instruments we use to define milestones and track progress of granted companies during the incubation period.

1. Workplan Milestone Template

Project title

1. Milestones

Milestone 1 (due at the end of month 2) YYYY-MM-DD

Description of milestone

Please give a short description of the major work in this milestone. Avoid long paragraphs of texts and structure your outline.

Key performance indicators (KPIs)

Please list the KPIs you want to achieve in this milestone. KPIs have a quantitative element.

For example,

- *cold calls to 50 potential customers*
- *product feedback from 250 users*

At least in milestone 2 and 3 you have to include three KPIs on your expected

- *revenue,*
- *number of users/customers, and*
- *sales pipeline.*

Deliverables

Please list the deliverables for this milestone

For example

- *evaluate our acquisition channels (one page document)*
- *working prototype that can be used in a demo*

Milestone 2 (due at the end of month 4) YYYY-MM-DD

Description of milestone

Please give a short description of the major work in this milestone

Key performance indicators (KPIs)

Please list the KPIs you want to achieve in this milestone

Deliverables

Please list the deliverables for this milestone

Milestone 3 (due at the end of month 6) YYYY-MM-DD

Description of milestone

Please give a short description of the major work in this milestone

Key performance indicators (KPIs)

Please list the KPIs you want to achieve in this milestone

Deliverables

Please list the deliverables for this milestone

2. Contribution to the open data community

Dissemination

Please give a short description of how you are telling your story. Are you planning to write articles, social media, speak at conferences, etc?

Networking events

Please list the the events you are attending

For example,

- *2 people at the ODI summit, 2-3 Nov*
- *Final review meeting*

Capacity building

Please list your ambition of learning or teaching in the open data community

As part of ODINE we distinguish three ways of providing training for the open data community.

- 1. Training offered by the consortium and third parties at cost*
- 2. Free online courses for self-learning*
- 3. Free public webinars for a variety of topics*

Amplifying your impact

Please tell us your vision of how you contribute to the open data community after the 6 months

Mentorship

Please list the areas of expertise you would like mentorship on and how you expect a mentor to help you reach your milestones

For example,

- *sales expert, helping us improve our pitch to local governments*

3. Budget breakdown

Please use a copy of the following [budget template](#). Include it as a table in this section.

Kindly note the [funding guidelines](#).

4. Progress report

Milestones agreed

Date	YYYY-MM-DD
SME	(electronic signature)
ODINE	(electronic signature)

Milestones achieved

	Date	Signed
Milestone 1		
Milestone 2		
Milestone 3		

2. Milestone Review Form

Hi! The form will be required by the last day of M2, M4 and M6 during the six month programme. The information provided will be shared with your mentor and the consortium. While answering these questions, please remember that we will be evaluating the milestones set during M0. Once you have completed the form, please upload it into your project drive.

Background Information:

Company Name:	
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Contact Email:	
Mentor Name:	

Milestone Information:

What milestone is this (M2, M4 or M6)?	
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What tasks and activities have been performed during the past two months? (Max 1000 characters)

What KPIs have you achieved in this milestone? (Max 1000 characters) Please feel free to provide us with other relevant KPIs you wish to share with us such as Downloads, Traffic Conversion, and Churn.

Please paste all links to the deliverables from this milestone in the box below :

Please list the resources you used in this milestone: Cost and associated information. Includes salaries.

Financial KPIs:

Note: Please insert EOM Value. M1= Your ODINE incubation start month. Please input your forecast for months that have not yet passed. This section "Financial KPIs" is not related to releasing of funding and can be updated if things change.

	M0	M1	M2	M3	M4	M5	M6
Revenue (€)							

Gross Profit (€)							
Gross Profit (%)							
Headcount (#)							
Monthly Active Users (#)							
Paying Users (#)							

For subscriber based businesses:

	M0	M1	M2	M3	M4	M5	M6
ARPU (€)							
Churn (%)							

Looking forward:

What is your conversion rate / sales pipeline:(Max 1000 characters)
Please elaborate on what your sales funnel looks like.

What are your plans for the following two months?: (Max 1000 characters)
Anything that's different from the milestones?

What can the consortium partners do to help you further?: (Max 1000 characters)

Is there anything else you'd like to tell us? (Max 1000 characters)

3. Bi-weekly review form

What did you achieve in the last two weeks?

Please limit yourself to the three most important things

What are you going to do the next two weeks?

Please limit yourself to the three most important things

What would you like to tell the world?

Choose a news item, achievement or link from the list above that you would like to make public.

Do you need any support?

What is the total amount of sales in the last two weeks in Euros?

What is the total amount of investments in the last two weeks in Euros?

What is the total amount of realised efficiencies in the last two weeks in Euros?

How many people are employed by your company including the founders?

Any other comments?