

SOCIETY

Support for entrepreneurship: Open future_

Telefónica supports young and new entrepreneurs through Open Future platform projects including Wayra, Talentum, Think Big, Campus Party and others

Open Future is the initiative that encompasses all Telefónica projects aimed to support young entrepreneurs to promote their projects at all stages of growth. Open Future aims to use the experience, engagement with financial communities and the market size of Telefónica to guide the development of viable projects to innovation, using a model that gives visibility to the talents and connects with investors.

To facilitate market access for the new young entrepreneurs, Telefónica has launched numerous initiatives in recent years, such as Think Big, Talentum, Campus Party, Wayra, Telefónica Ventures and Amérigo.

With help from its partners, Telefónica aspires to create a global hub to promote talent and innovation



With this platform, Telefónica offers entrepreneurs comprehensive and ongoing support for projects, with a single model, ranging from the earliest stages where the project is just an idea, to the most advanced stages of the commercial launch of the start-up. In addition, we can reach more people and make our efforts more global, with more impact and talent inclusion, thanks to Telefónica's partnerships.

Telefónica has a strong belief that technological innovation and the promotion of talent is the best tool to boost economic growth and employment in all markets. Open Future is the platform that will capitalize on every opportunity offered by the innovation ecosystem that Telefónica has created. This growth will benefit all and everyone will be able to *Be more_*.

Talentum			Wayra	Think Big	Campus Party	Crowdworking
<i>talentum</i> Schools	<i>talentum</i> Startups	<i>talentum</i> Universities				
from 5 to 25 years old		up to 30				
<ul style="list-style-type: none"> available in 8 cities in Spain 6 technological trains 11 Movistar stores target to 2015: impact 5,000 children and teenagers 	<ul style="list-style-type: none"> 4,000 candidates 8% selected 300 Talentum Startups 20 collaborating accelerators 20 universities 3 firms 3 foundations 3 municipalities 	<p>Spain</p> <ul style="list-style-type: none"> 217 scholarships in 2013 557 new hires in 2013* 100 scholarships planned for 2014 300 new hires planned for 2014 	<ul style="list-style-type: none"> more than 1,300 entrepreneurs in the Wayra community 315 startups accelerated 22,080 projects received since 2011 14 academies in 12 countries 	<ul style="list-style-type: none"> 3,338 projects developed 260 events 54,577 participants more than 1,000 volunteers collaborating as mentors 6.9 million euros invested 	<p>Brazil</p> <ul style="list-style-type: none"> more than 7,600 innovators \$5,000 for each project selected <p>Colombia</p> <ul style="list-style-type: none"> more than 300 innovators <p>UK</p> <ul style="list-style-type: none"> more than 10,000 innovators 8 stages and close to 250 speakers 	<p>Chile</p> <ul style="list-style-type: none"> 1,500 m² in Telefónica Open Future building in the city center of Santiago de Chile 100 people daily 300 annual projects 4 events a week <p>Ecuador</p> <ul style="list-style-type: none"> 430m² in Quito 40 users 10-12 projects <p>Spain (opening soon)</p> <ul style="list-style-type: none"> 970m² in Isla Cartuja in Seville 450m² in the Culture City of Santiago de Compostela

* From the 569 scholarships awarded in 2012.