

SOCIETY

Support for entrepreneurship: Wayra

Wayra is the accelerator programme for the launch of ideas promoted by Telefónica, created to find and nurture the best talent in technology. 'Wayra' invests, on average, in one new project every three days, and creates almost three new jobs every day

Wayra wants new companies which operate in strategic areas for Telefónica to manage to consolidate themselves in the shortest possible time

Wayra is the instrument that we put in the hands of emerging innovation and start-ups, so that they benefit from the global expansion and market leadership of our company. Entrepreneurs see in this union immense potential to distribute their ideas in the markets in which Telefónica is present with over 320 million customers, as well as having access to its vast network of partners and businesses around the world. For Telefónica, Wayra is the perfect place to identify talent and help it to become competitive in the shortest time possible. Many of the projects that Wayra accelerates are aimed at key strategic areas for business, from OTT applications to cloud computing to financial services.

About to serve three years of operational life, Wayra has 14 fully operational academies for entrepreneurs in 12 countries. Thus, its presence in Germany, Argentina, Brazil, Colombia, Chile, Spain (Madrid and Barcelona), Ireland, Mexico, Peru, United Kingdom, Czech Republic and Venezuela, means that Wayra is an accelerator with a truly global spirit.

The academies are spaces for meeting and work, and architecturally designed in line with the latest trends in co-working. They offer access to the best technology and mentoring, interaction with other projects and facilities for connectivity to the other countries where Wayra is present. So far, Wayra has already accelerated more than 300 companies over its operational lifetime, with an average of one every three days. These companies are themselves catalysts for employment and business, as they quickly seek new professions and technical resources, such as developers and specialists in design and user experience.

During 2013, Wayra called together hundreds of venture capitalists in more than 10 cities at this kind of event, demonstrating the potential of the companies in its portfolio. In November, it held its second international *demoDay* simultaneously in London and São Paulo, which was attended

by over one hundred investors, business angels and renowned entrepreneurs from Europe, Latin America and the United States. There, 16 start-ups representing nine countries had the opportunity to present their products and related investment opportunities to the international investment community.

Nevertheless, the work of an accelerator does not culminate in the graduation of its companies, but rather continues with the ongoing search for more and better talent. From 2013, Wayra has been recruiting start-ups and entrepreneurs through a new scheme for proposals that no longer distinguishes between countries. Wayra will make three calls for proposals every year which will offer, openly and simultaneously, places at the various academies to any entrepreneur in the world who wishes to apply with a project. This new model has arisen from the need to keep up with the pace at which new technologies are emerging – now that they are decentralised and can occur anywhere in the world – and provide tools so that the academies can accelerate these projects with greater agility and flexibility.

Wayra in figures

More than 315 accelerated start-ups out of a total of more than 22,080 projects received since 2011. The admission rate at Wayra is lower than that of Harvard (approximately 1.8%).

The 14 academies are present in seven countries in Latin America (Brazil, Argentina, Colombia, Mexico, Peru, Chile and Venezuela) and in five countries in Europe (Spain, UK, Germany, Ireland and the Czech Republic), covering a total population of 108 million.

With a total area of over 10,000 square metres devoted to accelerating projects and innovation, the academies together represent a space that exceeds the area of two FIFA standard football fields.



More than 22,080 ideas and projects have been received, making it one of the largest acceleration and trend detection programmes in the world. This represents the presentation of one project per hour since the launch of Wayra in 2011.

Wayra has a portfolio of more than 315 companies grouped into 20 digital industries. The funds committed by Telefónica in early-stage companies accelerated by Wayra come to €12.6

million, while third parties (public funds, private and angel investors) have provided funding of approximately €32 million.

Eight out of 10 start-ups have launched their products or are in the beta phase. Six out of 10 are already selling their services to clients and users (2014).

Funds committed by Telefónica for Wayra projects come to €12.6 million

The Wayra programme in figures*

€13.6M investment by Wayra in start-ups (not including accelerator services)	€36M investment by third parties (funds, business angels and others) in start-ups accelerated by Wayra
39% of start-ups later obtain external financing during their acceleration cycle in Wayra	€357K average investment round for graduate start-ups
2014 admission rate: 3%	+2,500 people in its global expert network (entrepreneurs, partners, advisors, mentors)
+145,000 followers of Wayra and its academies in Twitter	+380,000 video views of start-ups in YouTube (equivalent to more than 312 days)

Global partners



* Data as of mid-2014.

Key figures	2013
Number of academies	14
Number of firms accelerated	300
Funds committed (€ million)	12.6

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Support for entrepreneurship: Talentum_

Through its 'Talentum' programme, Telefónica creates work and digital apprenticeship opportunities for thousands of young people and university graduates



'Talentum Startups' wants to become known as a driver of talent and reflect the presence of women in ICT careers

Talentum Schools is a Telefónica initiative with the aim of promoting the development of technology creators in children and adolescents, aged 14 to 18 years, developing their creativity and innovativeness.

The initiative, which follows the approach of "learning by doing", is carried out in open and free workshops in Movistar stores, which are complemented by a follow-up on the online platform Talentum Schools. The activities offered cover various areas such as programming, robotics, augmented reality or developing mobile apps.

The programme is currently being developed in eight Spanish cities (Madrid, Barcelona, Valencia, Seville, Bilbao, Zaragoza, Palma de Mallorca and Granada) and during 2014 we will continue the expansion of the programme to new stores and cities across the country.

With this initiative, Schools Talentum aims to generate technology creators while discovering and

promoting talent and providing participants with motivational tools to develop their creativity and innovation.

A year after the launch of Talentum Startups, it has become a programme of open innovation whose pillars are young talent, technology and entrepreneurship.

The Talentum Startups program invests in young people, enhance innovation and entrepreneurship as engines of growth. University students participating in the programme have the opportunity to develop professionally in high-technology innovation and face their professional future from a very different perspective. At the same time, the Talentum Startups programme is a major boost for the entrepreneurial ecosystem, because those start-ups are strongly reinforced in their technological part with what is currently most valued: technology resources.



Talentum Startups is a programme for the best, for university students who pass a rigorous selection process conducted by top professionals. Programme participants come from all regions, and so far have had the opportunity to participate in over 20 different locations across the country. It is an open innovation programme with the collaboration of more than 50 public and private institutions and corporations: accelerators, universities, foundations, corporations, municipalities, etc.

Talentum Startups is a Telefónica's programme for open innovation. In 2013, Ericsson was the first large corporation who joined the programme. For this year 2014, we will have new upcoming additions that will allow us to scale the programme and increase the number of young people participating.

Talentum Startups is a programme to support college careers in technology and the

entrepreneurial ecosystem. Talentum Startups targets university students of technology selected throughout Spain, who are offered a work experience in high-technology innovation. It is twofold:

→ *Talentum Startups Short Track*, designed for techies (developers, programmers, etc.) with an entrepreneurial spirit. We support the development of their own projects to develop the first prototype: mentoring, endowment, hardware, training, etc.

→ *Talentum Startups Long track*. The Talentum Startups develop technology start-ups in a technology accelerator.

