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Innovation Factory 2022

Join us in boosting entrepreneurship
for a strong digital Europe

Information Session, Oct 6, 2022

Welcome!

Information session Innovation Factory 2020, cut-off 3

Your hosts:



Diva Tommei
CEO
EIT Digital



Antonio Garcia-Hortal
Innovation Lead
EIT Digital



Nicoleta Manolache
Ecosystem coordinator– Paris
EIT Digital

AGENDA

15h00 Introduction

15h10 Innovation Factory Cut-off 3

15h30 Success stories

15h40 Next steps

16h45 Q&A



EIT DIGITAL

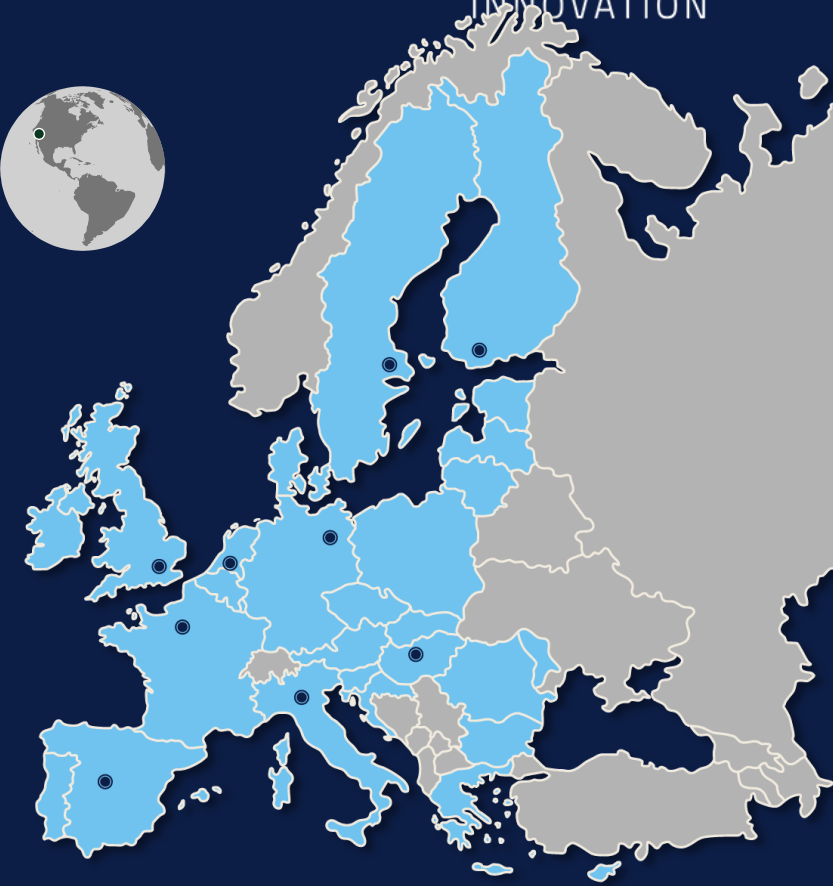
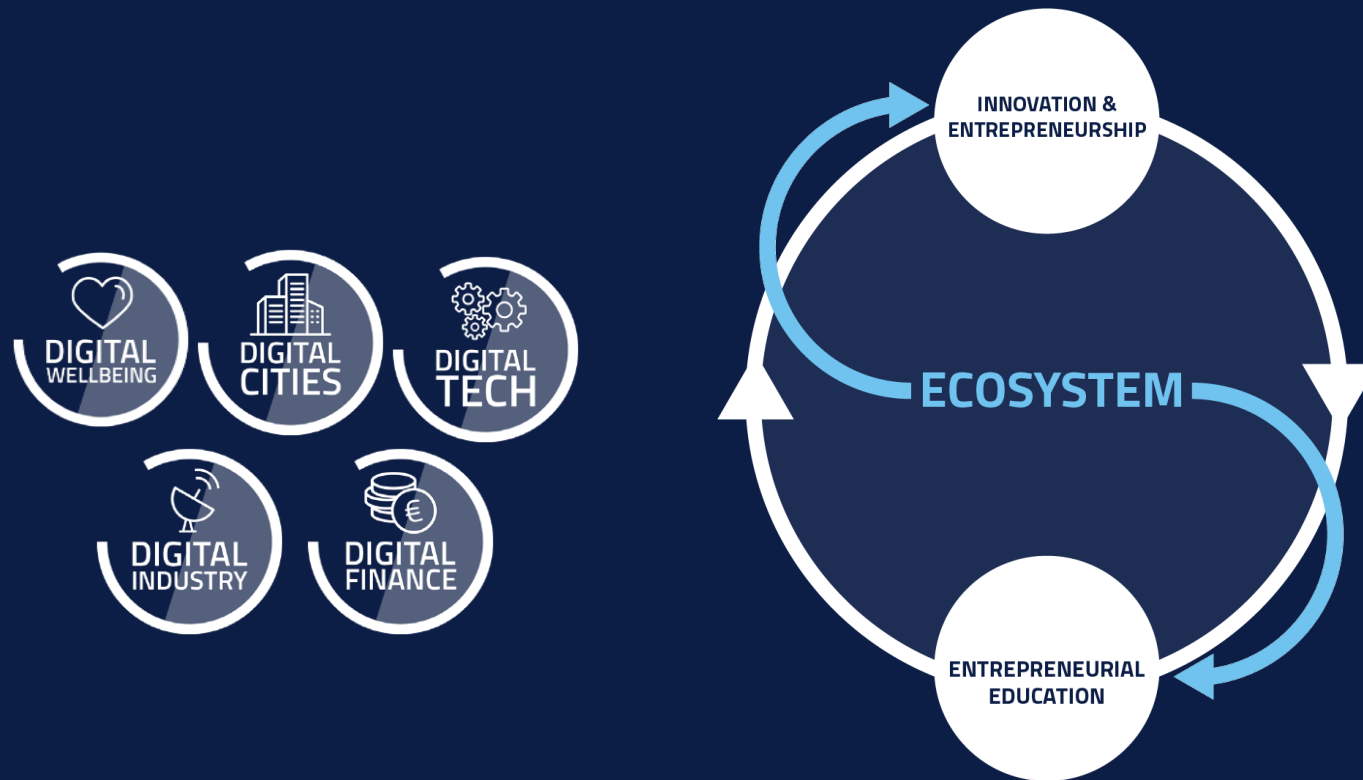
Ecosystem, Activities



EIT DIGITAL STRATEGY

INTEGRATED | MULTI-DISCIPLINARY | CROSS-COUNTRY

10
eit
Digital
2010 - 2020
CELEBRATE
INNOVATION



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PAN-EUROPEAN NETWORK

350+ SME, CORPORATE, RESEARCH PARTNERS

50+ UNIVERSITIES

18+ OFFICES ACROSS EUROPE



An ecosystem for entrepreneurial growth



Education

Master Schools

Summer Schools

Professional Schools

Standup/Startup

Innovation Factory

RIS Venture Program

Deep Hacks

Scale up

Accelerator

EIT Digital Challenge

600+ ventures emerging from the EIT Digital ecosystem



Early-stage

Seed

Series A

Series B,C

Exit

INNOVATION FACTORY 2022

Cut-off 3



EIT Digital Added Value



Gateway to European Digital
Innovation

Connection to other European programs
(ie. EIC fast track)

Access to EIT Digital Ecosystem

350+ SME, research and corporate partners
50+ university partners

Visibility

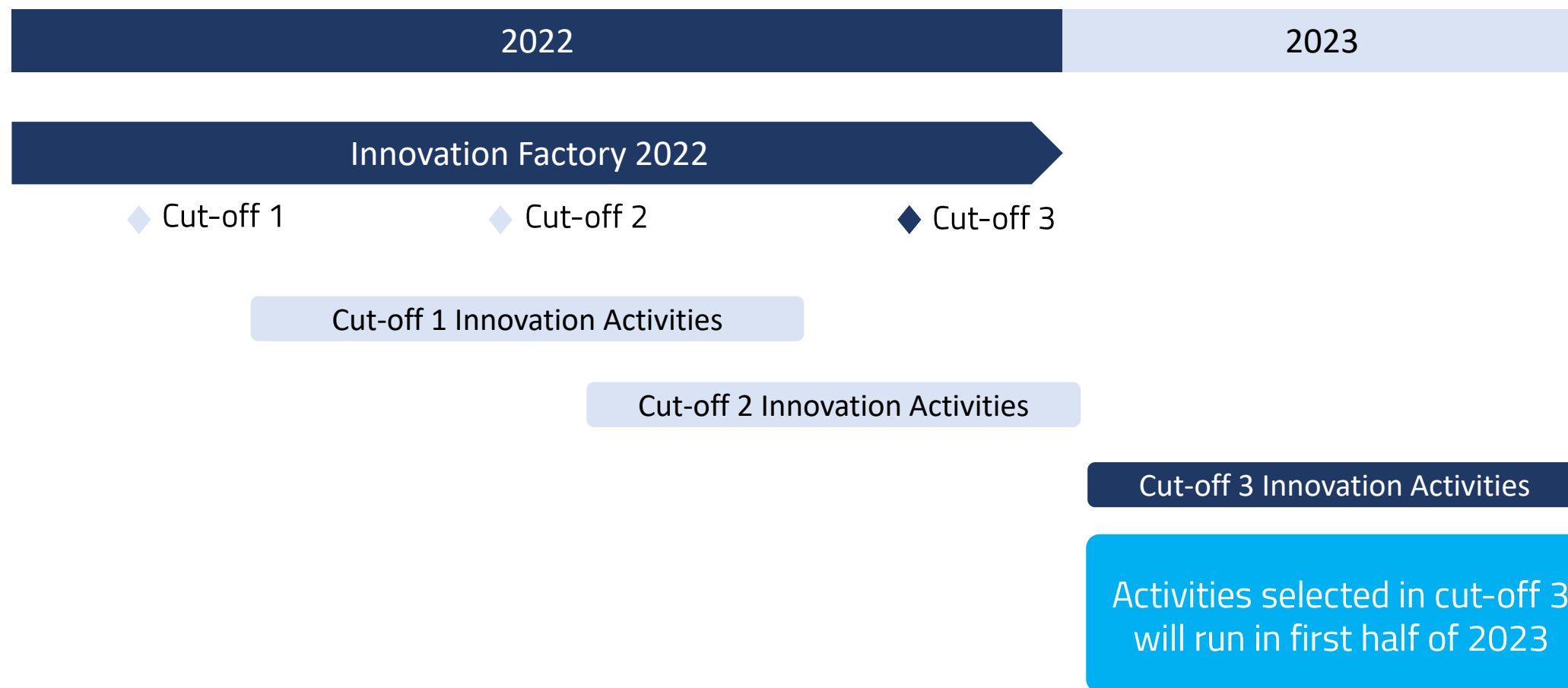
Promotion in EIT Digital online channels and
physical events

Access to Talent

3000 deep-tech trained master school
alumni

Innovation Factory 2022 is open!

Apply to Cut-off 3



Cut-off 3 framework



January 1, 2023



June 30, 2023

2-4 partners

2+ countries

If you are not a partner yet, you need to become one by the start of the activity



Committed Team:

1. Deep Tech expertise
2. Business expertise
3. Investors engaged early on

Proposal Preparation



3 Brokerage Events
3,8 and 15 November

Find right partners from the EIT Digital ecosystem to complete the team

Pitch to them at Brokerage events

Entrepreneurial coaching from EIT Digital staff

Key elements to structure a strong proposal

Support in reaching out to investors to engage in proposal

Additional investors strengthen the proposal

EIT Digital Financial support

- Grant model:
 - Up to **50%** of eligible costs
 - **150K€** for venture creation
 - **400K€** for venture boost
- Payment model:
 - Partial prefinancing of total grant
 - Reimbursement of actual costs upon delivery (final reimbursement 12 months from end of activity)

EIT Digital sustainability



- Equity transfer model:
 - Venture creation: 10%
 - Venture Boost: percentage depends on company maturity
- The equity transfer is executed in consideration of the support and shall not require additional payment

Four dimensions for a strong proposal

Problem/Solution

- Business pain clearly described
- Solution leveraging Deep Tech

Market Impact

- Customer as part of the team
- Clear IP assets in the company and freedom to operate

Venture Team

- Committed team with roles clearly identified in the proposal
- Strong and entrepreneurial CVs

Financial planning

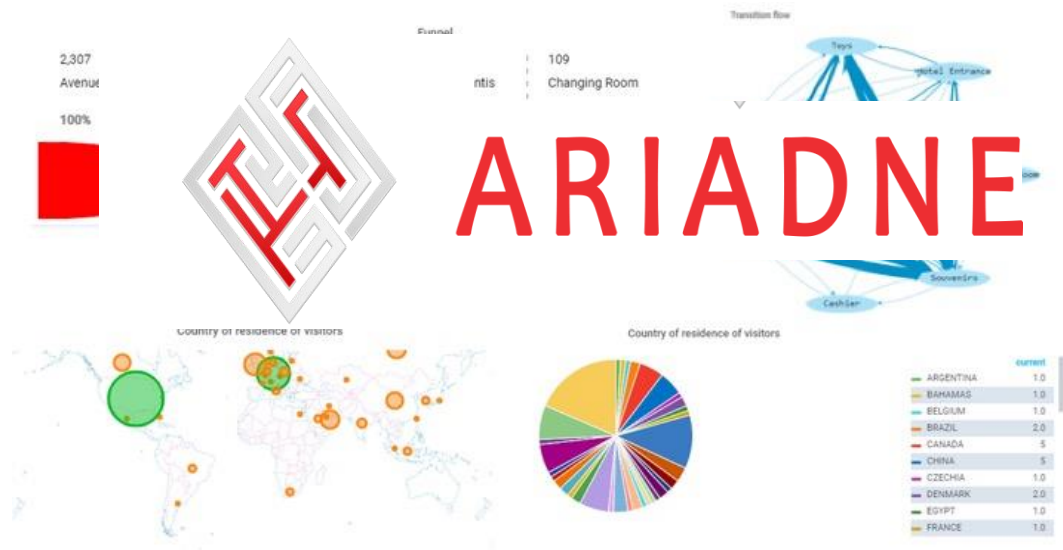
- Resources clearly allocated in financial plan (from partners, investors, founders,..)
- Additional investor commitment

SUCCESS STORIES

Ariadne Maps, Alpha, Hynnova



Success story: Ariadne Maps



- **Launch or Boost**
- **ARIADNE Maps** develops a patented indoor location technology that **provides high-accuracy people movement analytics while fully preserving privacy.**
- **Partners:** TU München, Nokia Hungary
- **Customers include:** DB Bahn, Heathrow airport, Edeka
- **Investors include:** Marathon VC, Sasya Terra and angel investors
- **Closed a 2M round of funding,** now in process for a new series-A funding round

Success story: AI for Alpha

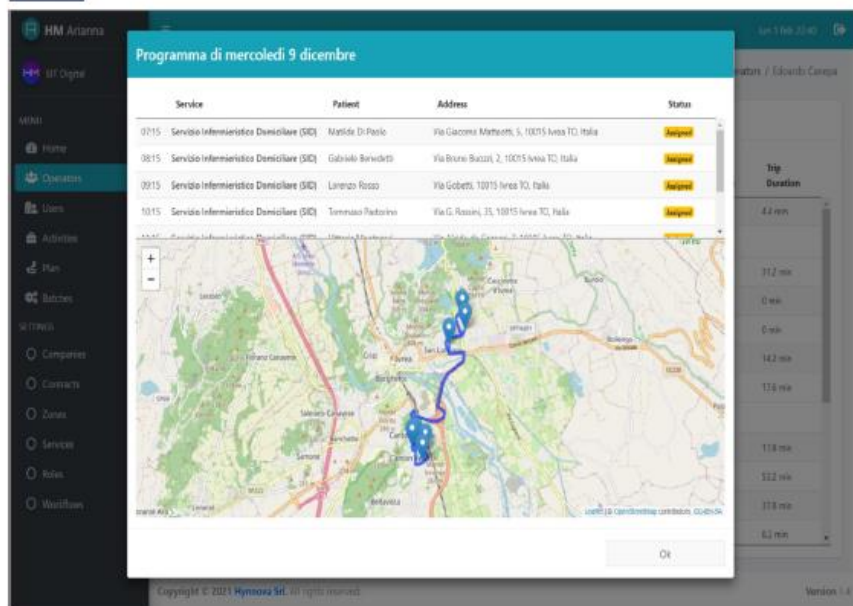


For Alpha



- **Launch or Boost?**
- **AI for Alpha** has developed a robust tool that uses Artificial Intelligence to identify key variables to be considered on an investment decision, **helping asset managers to build better performing portfolios.**
- **Partners:** Ai Square Connect, Lombard Odier Asset Management
- **Customers include:** Lombard Odier, Societe Générale, HOMA Capital or wealth manager Meilleur Placement
- Created as part of an EIT Digital Innovation Factory in the 2021 program, closed a **funding round** with French angel investors during the project.

Success story: Hynnova



- Hynnova has developed a platform that uses advanced mathematics and machine learning to **dynamically optimize the use of healthcare spaces and resources**
- **Partners:** Hyperminds, Kinetic Analysis
- **Customers include:** Two Italian local public health agencies: ASL Torino 4 and the Trento province health agency, which have used the platform to optimize their COVID-19 vaccination campaign
- Company has achieved **substantial revenues**

NEXT STEPS

Application, Timeline, Contacts



Who should apply?



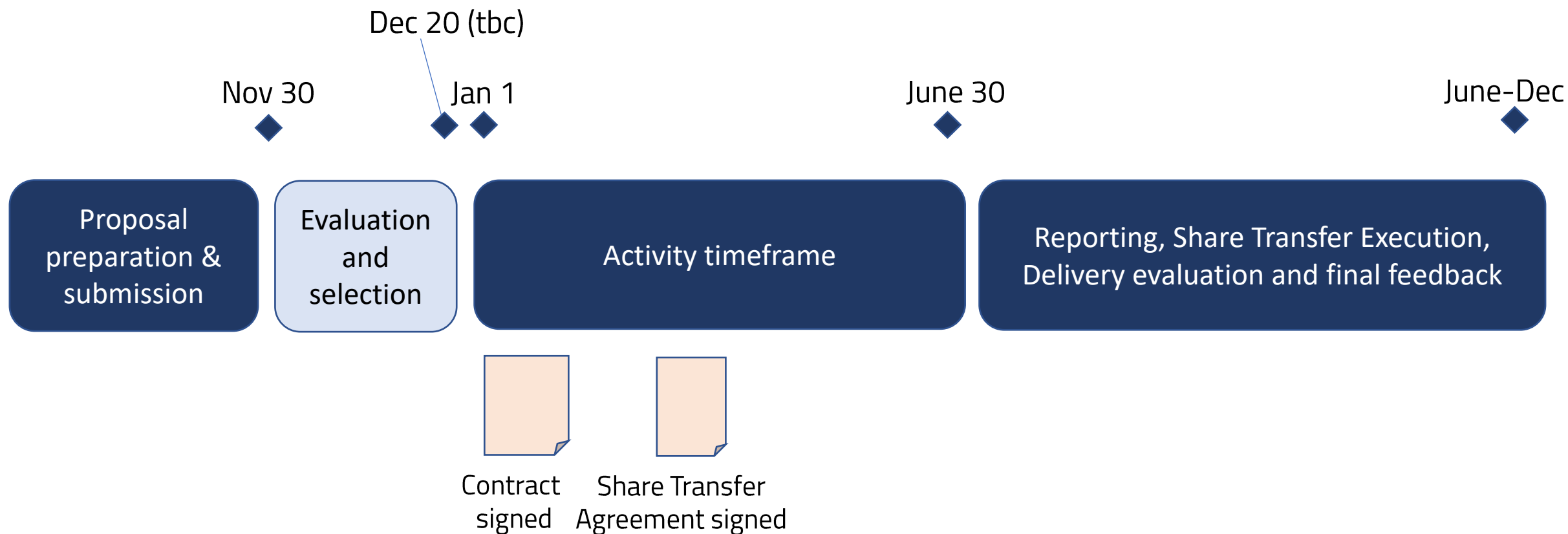
Venture creation

- **Entrepreneurial founders** with an innovative plan to build their venture:
 - New startup must be created shortly after the start of the Activity
- **Teams ready to spin-off** from a parent company, University or Research Centre

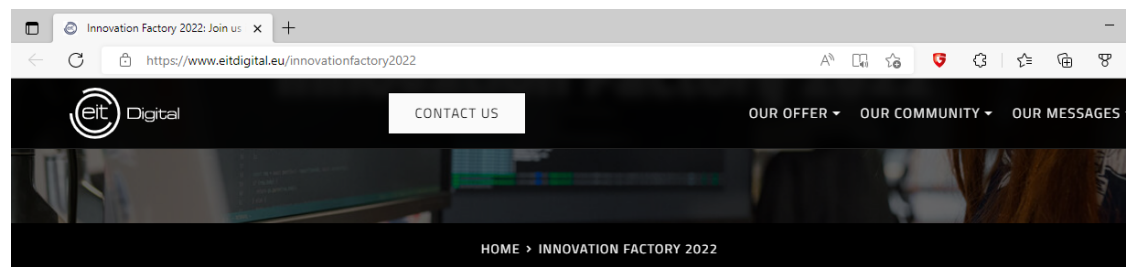
Venture boost

- **Young fast-growing ventures:**
 - Less than three-years old
 - Customers already engaged

Innovation Activities timeline



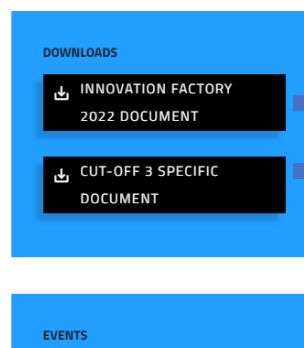
Innovation Factory 2022 webpage



Join Innovation Factory 2022 to launch or boost your deep tech startup!

Submit your proposal to the EIT Digital "Innovation Factory 2022" programme and receive our support to package your technology, sign up customers and attract investment.

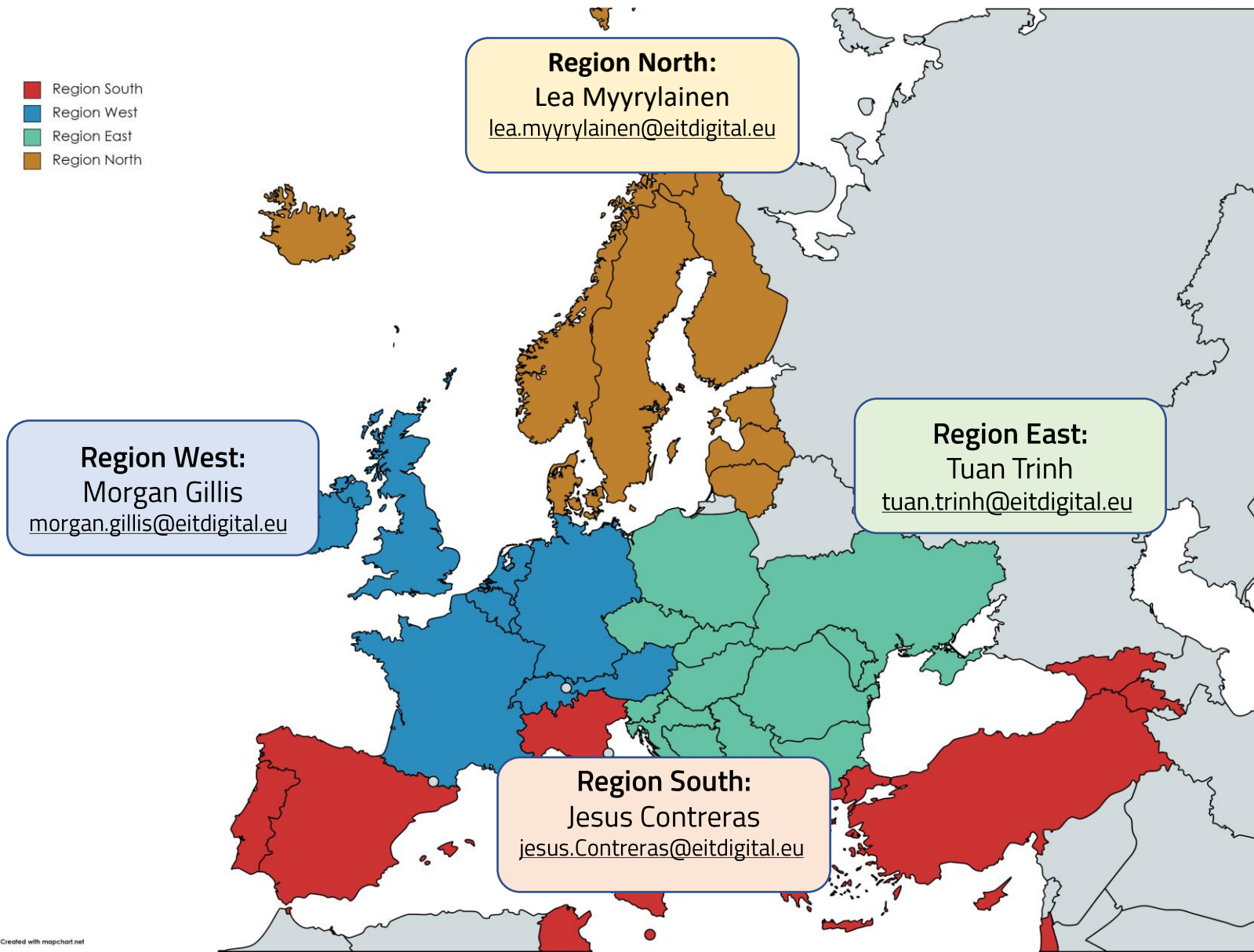
Depending on the level of maturity of your digital innovation, you will be supported either through the **launch track** or the **boost track**.



How to get in touch with us

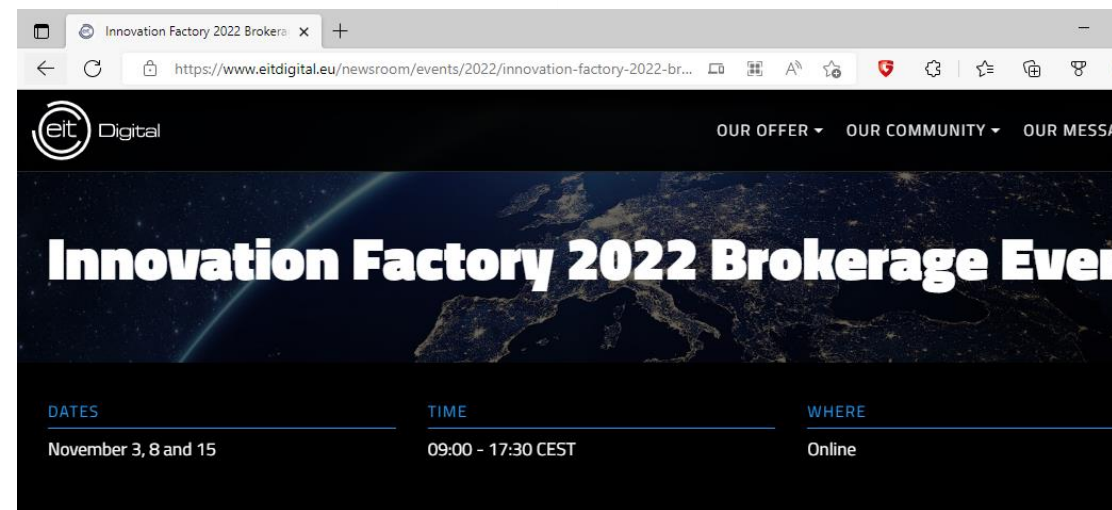


- Region South
- Region West
- Region East
- Region North



Brokerage events

- Submit your proposal by filling [this form](#)
- Click here to register at one or more brokerage events:
 - [3 November](#)
 - [8 November](#)
 - [15 November](#)
- Pitch your proposal to other partners
- Join a proposal by other partners



EIT Digital Innovation Factory is looking for world-class digital deep tech activities led by teams with powerful entrepreneurial drive, to support the next generation of digital companies that can impact Europe and the world's challenges.

The 'Innovation Factory 2022' work programme launched on January 18, 2022, and accepts Activity proposals throughout 2022, with 3 pre-defined cut-off dates.

On November 3, 8 and 15, 2022, EIT Digital welcomes current and potential partners to the Innovation Factory 2022 Brokerage Event.

The event is an opportunity to discuss your concrete proposals for launching or boosting a deep tech venture.

EVENTS

Pitch your proposal and find partners, register for the Brokerage Event on:

NOVEMBER 3

NOVEMBER 8

NOVEMBER 15



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THANK YOU FOR YOUR ATTENTION!

Any questions?

Apply to the [Innovation Factory 2022!](#)