



# Call 2015 - Business issues

Italian BDA team

# Guidelines



- Strong ambition to create **significant impact** on European and global level (specially Business).  
Point out what this impact will be and how it will be achieved. Be as specific as possible. Activities with high impact and high risk are encouraged, as long as the impact potential still appears sufficiently realistic.
- Convincing **business rationale** and clear path towards creating successful ICT innovation in the market or to significantly improve Europe's ICT innovation potential
- Strong starting point (Carrier) that can be brought **to the market via the EIT ICT Labs Catalysts**
- Financial contributions from Partners: Co-funding and complementary funding
- **Strong team** - Committed Partner organizations - Avoid fragmentation and emphasize collaboration. Aim at a holistic approach for the Activity and avoid disconnected Tasks.
- Utilization of the EIT ICT Labs innovation environment (ecosystem) and CoLocation Centres

# Business Catalyst Philosophy



- Business Catalysts aim to support the commercialization of mature technologies, facilitating the renewal of large industries, new business creation and the growth of SMEs and Start-ups to European level and world-class scale.
- The Business Catalysts are deployed within the activities of the Action Lines and by the Business Development Accelerator (BDA). The BDA is organized with a correspondent per action line and a correspondent per industrial core member in order to support the commercialization of the Action Line results and connect the Action Line activities to the local eco-systems of SMEs and Start-ups as well as with large industries.
- The heart of the BDA is the management of a funnel of innovation cases toward European success stories. It includes scouting and coaching which lead the global process toward these European success stories. The BDA will deploy innovation opportunity scouting (in cooperation with the corresponding Research Catalyst), business modelling, technology transfer, soft landing, access to finance as soon as required to accelerate the process.
- The Business Catalysts are to be applied onto various target groups:
  - Action Lines – support evaluation and exploitation of mature technologies
  - Large industry – support access to innovative technologies
  - SMEs – support for growth strategies and access to customers
  - Start-ups – support by business expertise and access to finance

# Business Catalyst Overview



Catalyst	Target group	Value added	EIT Key Performance Indicator	KIC Performance Indicator
<b>Strategic Coaching</b>	Mature technologies, start-ups, SMEs, large industries	Intense coaching towards commercialization of concrete innovation cases identified by the innovation opportunity scouting	# innovations incubated # start-ups created	
<b>Technology Transfer</b>	Mature technologies, SMEs, large Industries	Developing and executing exploitation plans for mature technologies	# innovations incubated # knowledge adoption/transfer cases of KIC-generated knowledge # new products and services launched into the market	
<b>Business Modelling</b>	Mature technologies, start-ups, SMEs	Establish and refine business models for innovation cases identified by the technology opportunity scouting	# innovations incubated # new products and services launched into the market	# business model application cases
<b>Soft Landing</b>	Start-ups, SMEs	Accelerate growth of SMEs linked to EIT ICT Labs' Action Lines to European scale and beyond	# innovations incubated	# EIT ICT Labs start-ups or SMEs that expanded their business in new Node countries
<b>Access to Finance</b>	Mature technologies, start-ups, SMEs	Ensure capital availability for all stages and create deal flows	# innovations incubated	€ 3rd party investments to EIT ICT Labs start-ups or SMEs

# Strategic Coaching

*Develop and execute “Go-To-Market” and growth strategies*



**Scope of the work:** This catalyst covers work for developing and executing European wide “**Go-to-Market**” and **Growth strategies** for mature technologies (ready for market), start-ups and SMEs embedded in the local innovation ecosystems of EIT ICT Labs CLCs and the Action Lines in line with the goals of the Action Lines

**Innovation goal:** Coaching of innovation opportunities related to would-be and existing entrepreneurs from new or existing companies to establish, grow and extend their business to other nodes and reduce time-to-market

**Outputs:** European Success Stories (case reports) based on growth of SMEs, new companies creation, and strategic alliances.

The output has to be documented by an achievement document signed by the partners.

**Performance indicators:**

- # innovations incubated
- # start-ups created

# Technology Transfer

*Develop and execute exploitation plans for mature technological innovations*



**Scope of the work:** This catalyst covers work for developing and executing strategies for transfer of mature technologies (ready to transfer) detected and qualified by the Technology Opportunity Scouting catalyst or matured by the Technology Maturation catalyst

**Innovation goal:** Successful transfer for further commercialization of mature technologies to large companies, SMEs or research institutes through match-making or strategic alliances

**Outputs:** Successful transferred technologies documented by case reports and an agreement of both sites of the transfer

## **Performance indicators:**

- # innovations incubated
- # knowledge adoption cases of KIC-generated knowledge
- # knowledge transfer cases of KIC-generated knowledge
- # new products and services launched into the market

# Business Modelling

*Develop business scenarios and business models to increase the success rate of innovation incubation*



**Scope of the work:** This catalyst covers the work for developing and executing business scenarios and refining them to concrete business models for mature technologies, e.g. develop a new vision of the value chain taking into account a new technology or start-ups and SMEs

**Innovation goal:** Increased success rate of mature technologies, start-ups and SMEs by evaluating their market potential and developing concrete business scenarios with sound business modelling methodology

**Outputs:** Business scenarios and business models applied to concrete cases documented by case reports

**Performance indicators:**

- # innovations incubated
- # new products and services launched into the market
- # business model application cases

# Soft Landing

*Accelerate European growth of innovative companies*



**Scope of the work:** Define and provide a soft landing service for SMEs aiming at international growth. Help SMEs to find new international customers and partners. Organize events aligned with Action Line themes dedicated to SMEs to boost their business.

**Innovation goal:** Accelerate growth to European scale and beyond of SMEs embedded in the local innovation ecosystems of EIT ICT Labs CLCs and Nodes in line with the goals of the Action Lines.

**Outputs:** Connecting networks over the Nodes, report covering events and actions, case reports of SMEs supported

**Performance indicators:**

- # innovations incubated
- # EIT ICT Labs start-ups or SMEs that expanded their business in new Node countries



# Access to Finance

*Support the access to capital and increase investment readiness*



**Scope of the work:** Provide a platform and network for would-be entrepreneurs, ventures and SMEs embedded in the local innovation ecosystems of EIT ICT Labs Nodes in line with the goals of the Action Lines to increase their fund raising capabilities. Create liaisons with EIF, the venture arms of our partners and leading venture capitalists.

**Innovation goal:** Increased access to risk capital for EIT ICT Labs ventures and SMEs

**Outputs:** Activity report covering events and actions, venture funding data base, case descriptions of funding deals

**Performance indicators:**

- # innovations incubated
- € 3rd party investments to EIT ICT Labs start-ups or SMEs

# AL Business Developer team



## ***Cyber physical system***

Kilian Moser, Julia Schmalenberg, **Paolo Magni**, Koen Vriesacker, Zoltan Istenes

## ***Health & Well being***

Henny de Vos, Dolf Wittkamper, Birgit Lack, **Fabio Carati**, Outi Toijala, Minna Pikkarainen, Forient Merian, Eric demouchy

## ***Privacy security & trust***

**Marco Senigalliesi**, Jesus Contreras, Bram Spitzer, Gunnar Brink, Tobias Vahlne

## ***Future Networking Solutions***

Raoul Stubbe, Ivar Stromberg, Pierre Pleven, Bertrand Lejeune, **Marco Senigalliesi**

## ***Smart spaces***

Jaana Horttanainen, Antti Aarnio, Alain Le Loux, Peo Nilsson, Pierre Pleven, Eric Demouchy, **Fabio Carati**, Tobias Vahlne

## ***Future Cloud***

Bjorn Hovsteadeus, Hakan Borg, Pierre Pleven, Florent Merian, Bertrand Lejeune, **Antonio Mosca**

## ***Urban Lifestyle and Mobility***

Isabelle De sutter, Koen Vriesacker, **Paolo Magni**, Minna Pikkarainen, Kai Rose

## ***Smart energy***

Kai Rose, Gunnar Brink, Bertrand Lejeune, Dolf Wittkamper, Rega Kakabas, **Andrea Conti**

# Recommendation – Tips&Tricks - 1/2



The **Business Developers** should be actively contacted for support and feedback, especially with respect to the Business Proposition part of an Activity Proposal. (At the end of the process, the responsible Business Developers will be asked for their feedback on the proposals and the EIT ICT Labs Management committee reserves the right to reject proposals that do not have sufficient support from their respective Business Developer.)

## Support of BD

- For early involvement of Business partners
- To evaluate the business proposition as a whole
- To discover weakness points of proposals
  - Bad use of Business Catalyst
  - Weak Business approach
  - Poor integration among partners
- Not for market analysis information

# Recommendation – Tips&Tricks - 2/2



## Immediate involvement of Business Partner

- Don't wait last moment
- Real involvement in integrated activities

## Centrality of Business Partner

- For effective Business implementation
- For market analysis

## Inclusion of SMEs & SUs

- Sub granting
- For speed reaction and flexibility

