



EIT ICT Labs

High Impact Initiatives

Trento Jan. 15th, 2015

High Impact Initiatives



- Address novel and challenging solution to a problem at the core of the vision
- If successful, the business impact achieved is significant at European scale and enables
 - A wide range of growth and renewal possibilities for business
 - New opportunities for innovation and entrepreneurship in the ecosystem
- Leverage and strengthen our **ecosystem / CLCs**

High Impact Initiatives



- HII culture
 - Teamwork
 - Communication
 - Customer Centricity
 - Stakeholders

- HII way of working: Key Ingredients

About Teamwork

One team, not loose collaboration



About Communication

Networked interaction, not remote consumption of information

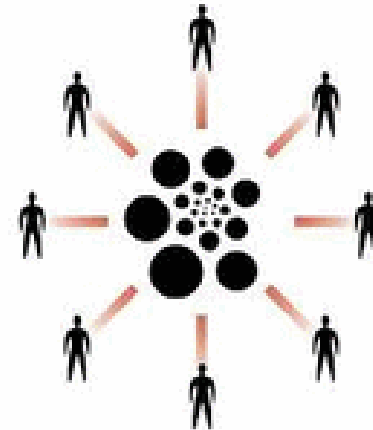
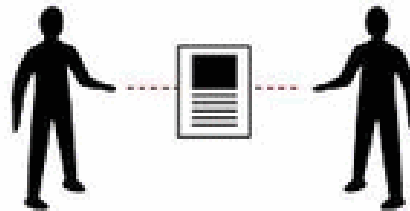


About Communication

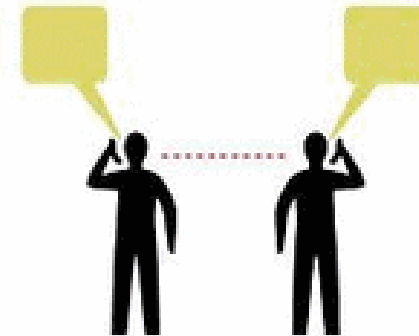
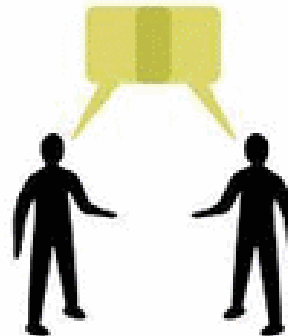
Synchronous stimulation, not asynchronous processing



Different Time
(asynchronous)



Same Time
(synchronous)

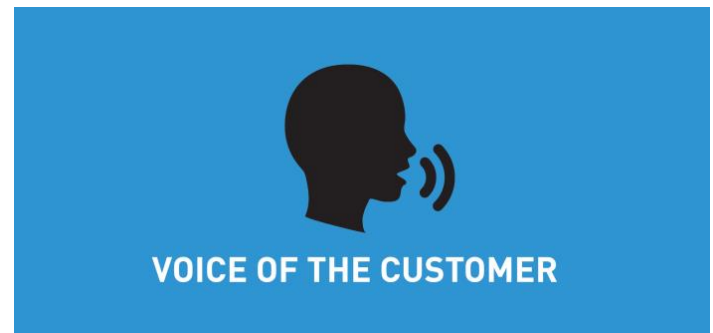


Same Place
(in person)

Different Place
(online)

About Customer Centricity

Needs-based customer pull, not technology push



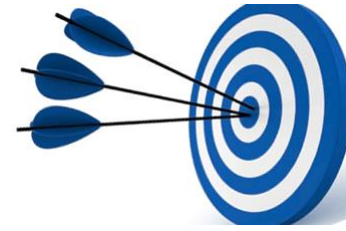
About Stakeholders



- Partners
 - Economic impact
- Users
 - Societal impact
- Customers (those who pay)
- European Taxpayers
 - European Commission, EIT, EIT ICT Labs
 - Economic and societal impact

HII Key Ingredients

Commitment and ecosystem



- Strong co-funding
- Manpower Availability and Personalization
 - Personal Commitment of Team Members
 - No fragmentation
- Teamwork
 - 100% executed at CLCs
 - Specific support for internode mobility
- Committed Leadership
 - Interviewed by CXO
 - 100% dedicated leader
- BDA Involvement



HII Key Ingredients

Execution

- Planning
 - Customer Focus
 - Project Management Plan
 - Commercialization Plan
 - Business champion(s)
 - Go-to-market Agreements
 - Risk Management Plan
- Scrum / Agile / Lean
- Output
 - Milestone Timeliness
 - Deliverable Quality
 - Output Ambition
 - KPI Achievements
- Impact
 - Impact Ambition
 - Impact Achievements

Current High Impact Initiatives



HII HWB

Professionals Fit to Perform
EIT Financial Support: € 3.1M
KAVA: € 4.7M / KIC: € 28.7M

Create a new reality in Fitness to Perform for drivers: make professional and personal driving a healthier and safer occupation, improve the overall road safety and increase the profit margin for fleet owners of professional and personal fleets



HII CLD

Trusted Data Management with Service Ecosystem

EIT Financial Support: € 3.0M
KAVA: € 5.0M / KIC: € 24.9M

Provide consumers and businesses better tools and services to take greater control over the use of sensitive and personal data created by and about them

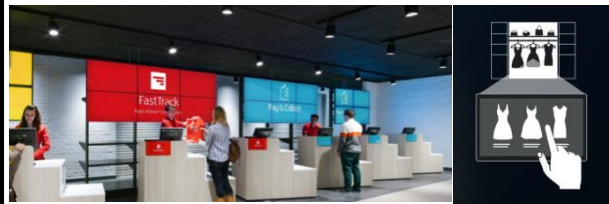


HII SSP

Smart Retail

EIT Financial Support: € 3.1M
KAVA: € 4.5M / KIC: € 21.8M

Create the experiences of the combined electronic and physical stores; create the preferred analytics services and content delivery solutions that can serve retail stores scaling from high-end stores to small shops and omnichannel retail



HII CPS

INDUSTRIE 4.0 Powering Europe

EIT Financial Support: € 2.5M
KAVA: € 3.8M / KIC: € 16.4M
Push the rollout of embedded system production technologies and smart production processes



HII Locations



	Berlin	Eindhoven	Helsinki	London	Paris	Stockholm	Trento
SSP – Street Smart Retail	X		X				X
CPS – Industrie 4.0 Powering Europe	X				X		
CLD – Trusted Personal Data Management with Service Ecosystem			X	X			X
HWB – Professional Fit to Perform		X		X			