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Knowledge &
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Community

EIT ICT Labs





EIT HWB Business Community

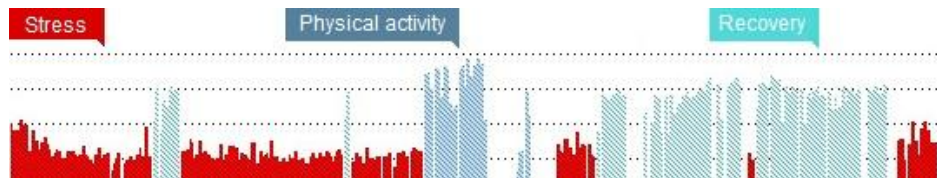
Marko Turpeinen, Director, EIT ICT Labs Helsinki
Eindhoven, 24.9.2012



Examples of Finnish HWB industry players

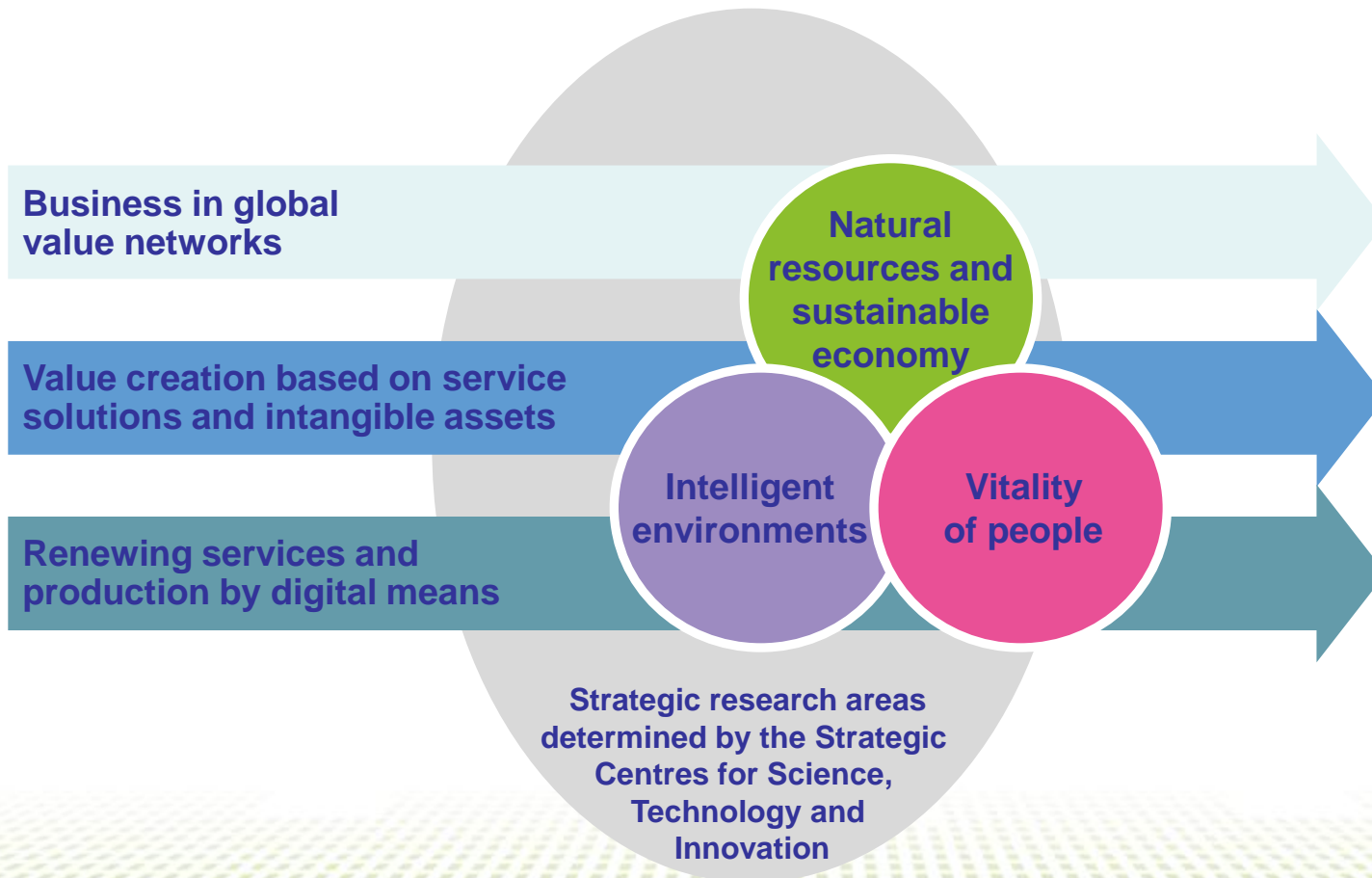


SUUNTO
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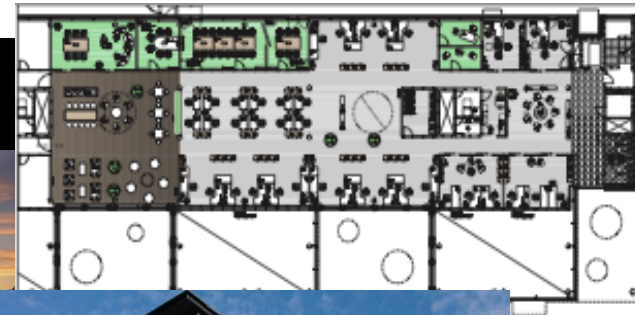
Finnish Technology and Innovation Development Agency (Tekes) focus areas





The Helsinki Co-Location Centre

- The Helsinki CLC is on **Otaniemi Campus**, a hotspot hosting many of our partners



- Office space: 1300m²
- Proximity of EIT ICT Labs partners
 - Open Innovation House: **Nokia Research Centre, HIIT, TIVIT, AppCampus, Aalto University**
 - On Otaniemi Campus: **Aalto University, VTT, Technopolis, CSC**



Value creation by combinations of skills and assets

- Sports, leisure and wellbeing methods
- Games and other interactive media technology
- Telecommunications and ubiquitous technology
- Measuring, sensing, monitoring
- Technology testbeds
- Experience and living labs
- Value adding content and service communities
- Research-business ecosystem



Market opportunities

- Wellness services offered through the rapidly developing wireless and broadband channels and usage of multimedia technology
- EU- and Japanese market of aging people, rapidly growing Chinese market
- The new drivers for the well-being cluster:
 - Compassion
 - Managing stress
 - Eastern wisdom for western people
 - Daily physical activity
 - Social sports enhanced
 - Eating and drinking well and happily
 - Sleeping well



European ecosystem to be developed

- ICT for Health & Well-being (HWB) and Active Healthy Aging (AHA) is an area where Europe can credibly claim the position of a forerunner in global competition.
- The lifestyle and wellbeing challenges can be presented through the demonstrations of wellbeing research groups and SMEs in Europe.
- However, European HWB and AHA business ecosystems are still in an early stage of maturity and rather localized.
- When combining the research and the companies producing wellbeing innovations we can foster the European HWB cluster.
- EIT ICT Labs is seen as a perfect community to do this boosting.

Target:

Creating an investment ready well-being innovation community



EIT HWB Business Community

- The EIT ICT Labs activity will strengthen, integrate and mobilize local ecosystem actors of four EIT ICT Labs nodes: Trento, Helsinki, Eindhoven and Paris
- The activity will select 3-5 SMEs from each node, with the aim of involving them in EIT HWB activities and connecting them better with each other.
- Activity also interconnects local actors for mobilizing the HWB ecosystems:
 - Institut Telecom
 - Trento RISE
 - TIVIT
 - TU Delft



Goals

- Identify a joint European agenda for the HWB Business Community that forms the basis for international promotion and marketing for the action line
- Help participating SMEs to identify new business opportunities, both cross-node and outside EIT nodes
- Help SMEs to understand differences between geographic markets
- Market and promote SMEs under the shared high-quality banner of EIT ICT Labs HWB action line



EIT catalysts

- **Mobility:** facilitate SME participation and mobility in EIT activities
- **Soft landing:** provide soft landing service to selected companies
- **Professional training:** train the participating companies in the issues of cultural and legal differences in different geographic markets
- **Workshops and events:** facilitate organization of events that are instrumental for connecting the communities between regions into a European business community
- **Business and value chain analysis** for European HWB SMEs to evaluate ecosystem potential and user needs in different European countries and selected markets outside Europe (e.g. China)



Timetable

- **SME selection through a competitive process** by 31-Jan-13
- **Business community kick-off** by 31-Mar-13
- **Promotional material ready** by 31-May-13
- **Outreach event in China** by 31-Oct-13
- **Final seminar** by 31-Dec-13



How to get involved?

- Get in touch with Jean Gelissen, Patrick Strating, myself
- National HWB-related programs are also used for pre-screening the applicants
- Details announced in January 2013
- **EIT ICT Labs stand: G.2.35 - second ring**



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