



Tender: EIT Health and Wellbeing (HWB) Business Community

**Call for European Health and Wellbeing SME's to participate in 2013
EIT ICT Labs Activity**

March 8th 2013

.1 Background

EIT (European Institute of Innovation and Technology), established in 2008, aims to rapidly emerge as a key driver of EU's sustainable growth and competitiveness through stimulation of world-leading innovation. EIT ICT Labs is one of the first three Knowledge and Innovation Communities (KICs) selected by EIT to accelerate innovation in Europe.

This tender is set to launch a new EIT activity to network and promote European Small and Medium-Sized Enterprises (SMEs) under the EIT ICT Labs Health and Wellbeing (HWB) innovation area. This activity is aimed at helping the local participating SMEs to identify new business opportunities in Europe and beyond, and to benefit from the local ecosystems 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 ICT Labs HWB action line activities, connecting them better with each other and to local emerging HWB clusters of the participating nodes. Workshops, events and professional coaching will help SMEs to understand differences between cultures and geographic markets.

The SMEs, under the high-quality banner of EIT ICT Labs HWB action line, will receive benefits including marketing and promotion, participation in one or two highly visible promotion events, links to established businesses and financial grants to aid their mobility. The selection of the location for the events will depend also on the needs of the selected companies, but the initial plan is that one of the events would be held in China.

This activity will strongly promote the external visibility and recognition of European SME HWB innovators.

.2 Eligible Applicants

EIT ICT Labs solicits applications from SMEs in the field of Health and Wellbeing, and the SME must have ongoing business in the Health and Wellbeing sector.

The SME must have aspirations to grow/expand their business in the near future to other parts of Europe (and the rest of the world). In their Application, SME's are



expected to describe how they hope to benefit from participating within this HWB 2013 Program.

The activity is seeking for SMEs that are incorporated in or strongly connected to one of the four following node countries: Finland, France, Netherlands or Italy.

The key persons within the SME must be able and willing to travel:

- for initial kick-off event (duration one-two working days) in Europe, in April 2013
- to one or two promotion events (duration three-four working days), in Fall 2013.
- to the final seminar event (duration one-two working days), mid December 2013

Additional virtual meetings and online collaborations are also actively encouraged. Working language across nodes will be English

It is the responsibility of each SME to enable the relevant persons to travel with the needed documentation (passport validity, visas etc).

.3 Duration

This EIT Health and Wellbeing (HWB) Business Community Activity runs until the end of 2013.

.4 Submission and notification timing

Submission will remain open until 22th March (CET time 24:00). Each local node will then gather and evaluate the applications from its own country SMEs.

Notification of the outcome will be sent to applicants by 31st March.

.5 Costs / Grants

Selected SMEs are eligible to receive a grant of maximum 7,500-10,000 € per partner. This includes both mobility and person-hour costs. The final amount of grant per SME is dependent on the amount of companies selected to participate in the Activity.

Mobility costs related to activities will be covered within the grant to SMEs - including travel (flight, car, public transport) and accommodation. Such costs are reimbursed only upon the presentation of the relevant receipts. The grant can also cover costs of up to 2,000€ for person-hours spent in the activity.

The selected SME will have to enter into a so-called Subgranting agreement either with EIT ICT Labs, a Belgian international non-for-profit association having its registered office at 22, rue d' Arlon, 1050 Brussels, Belgium, or with a local EIT ICT Labs partner organisation that are awarding the Subgrants, whereby (i) the conditions governing the use and reporting in connection with EIT funding and (ii) general legal conditions are laid down.

.6 Expectations

It is expected that chosen SMEs will actively and openly participate in the Activity.

.7 Application Form

A template for the Application is provided in Appendix 1. The Application must include basic information about the SME and a short description of the expected benefits that the SME is looking to gain.

The overall length of the application should not exceed two A4 pages. The application shall be completed in English.

.8 Selection Criteria

The company is active in the innovation area of that combines ICT, health and wellbeing.

The SME has plans to introduce, or already has introduced, a new technology/ service/ product or a new application of an existing technology/ service/ product to the market.

The company has existed for less than five years.

The company is looking for Open Innovation partners and cooperation in Europe outside its country of origin.

The business idea of the company has significant international potential.

There is a strong technological background the company.

.9 Submitting the Activity

The deadline for submitting the applications is **March 22, 2013**.



The Application shall be sent by e-mail as a PDF file to Activity Lead Marko Turpeinen, Node Director of the EIT ICT Labs Helsinki,
email: <marko.turpeinen@eitictlabs.eu>

Any related questions should be directed towards the same contact before the deadline.



APPENDIX 1: Application Template

Company name

Business number

Description of the company

Motivation to participate in the activity

Contact information

Name:

Address:

Email:

Phone:

City:

Country: