

A large, thick, light gray curved line that starts from the top center, curves downwards and to the right, and then curves back towards the left, forming a large arc that frames the right side of the slide.

Bringing ICT innovations to Life

# EIT Digital is an International Organisation



# EIT Digital brings top ICT players together in the CLCs

Berlin

Eindhoven

Helsinki

Paris

Stockholm

Trento

London



SIEMENS

German Research Center for Artificial Intelligence GmbH

Fraunhofer

TV  
berlin

Telekom  
Innovation  
Laboratories

SAP

océ

TNO innovation  
for life

PHILIPS

CWI Centrum Wiskunde & Informatica

TU/e Technische Universiteit  
Eindhoven University of Technology

TU Delft  
Technische Universiteit Delft

Universiteit Twente

iMinds

A! Aalto University

VTT

NOKIA

Alcatel-Lucent

THALES

UNIVERSITÉ  
PARIS-SUD 11

Inria  
INSTITUT DE RECHERCHE EN INFORMATIQUE

cea

UPMC  
UNIVERSITÉ PARIS-SACLAY

orange

MINES TELECOM  
INSTITUT Mines-Télécom

ERICSSON

KTH  
KTH  
KTH  
ROYAL INSTITUTE  
OF TECHNOLOGY

SWEDISH  
ICT SICS

TELECOM  
ITALIA

ENGINEERING

trentorise  
Digital innovation center of research and education

UCL

Imperial College  
London

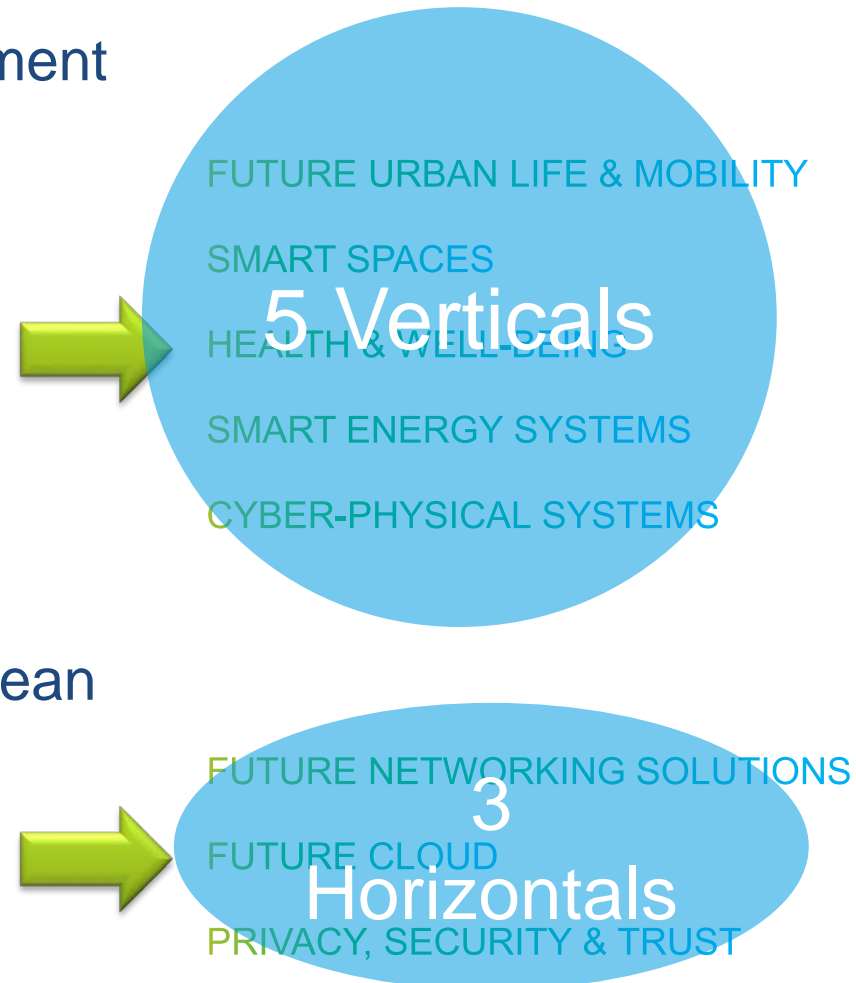
BT

intel IBM

vodafone

# EIT Digital has 8 Focus Areas, each with their own “Action Line Leader”, guarding the content

- Deploy ICT in the European environment and industry (innovation *with* ICT)
  - Quality of life in our cities
  - Intelligent environments
  - A healthy life
  - Sustainable energy supply
  - Made in Europe and secured critical infrastructures
- Create a safe and competitive European ICT infrastructure (innovation *in* ICT)
  - Future Communication
  - Service and Data Infrastructures
  - Safe Cyberspace



# The BDA in the Center of the Knowledge Triangle

## Education

- “Technical Entrepreneurs”
- Masterschools, Professional Schools, Summer Schools, Doctoral Schools
- Together with knowledge partners
- Aligned with Action Lines
- Cases, internships, ...



## Research

- “Strategic innovation activities with Partners”
- Aligned with Action Lines
- No fundamental research, only last mile
- HII for increased focus



## Business Development Acceleration

- European Startups and SME's
- More mature companies
- High Fit – High Scalability – High Impact
- Involved in Activities where possible



# Concrete Services offered by the Business Developers

Education  
“Technical  
Entrepreneurs”



Research  
“Strategic innovation  
activities with Partners”



Business Development Acceleration



European Startups and SME's

- **Entrepreneurial Talent Scouting in the Schools**  
link entrepreneurs to innovators
- **Technology Transfer from out of Activities (= projects)**  
increase the flow of technologies from academia to companies (knowledge transfer, innovation adoption, startups created)
- **Strategic Coaching**  
coach start-ups towards growth strategies
- **Access to Finance**  
ensure capital availability for all stages, no own fund
- **Access to Training**  
targeted and condensed knowledge sharing, e.g. B2B sales, pitch training, ...
- **Soft Landing/Access to Markets**  
help SMEs grow to European level, business communities 250k per Action Line

# Health & Wellbeing – a clear strategy

- It is the overall strategy of the HWB AL to align with the European objective of by 2020:

Keep people at work for 2 more years

Keep people living independently for 2 more years

- In order to reach this, the AL aims for initiatives that reduce the demand for expensive treatments by

Prevention and Early Detection of Physical and Cognitive decline, as well as providing comfort at minor Physical and Mental decline

# Health & Wellbeing – domains

Prevention

=>

Early Detection

=>

Comfort

- Occupational Distributors

- Personal Health B2C

- Gym, Physiotherapist

- Laboratories

- Biotech

- Doctors

- Hospitals

- Rehab, Physio

- B2B2C



# Health & Wellbeing – SME Portfolio managed based on milestone plans



# Success Case UgenTec

**SME NAME:** [www.Ugentec.com](http://www.Ugentec.com)

Start date coaching	July 2014
BDA responsible	Filip Coenen
Other connected BDA members	Outi Toijana
Action Line	Health & Wellbeing
Fit with action line (* to ***)	*****
Given Support EIT Digital	<ol style="list-style-type: none"> <li>1. Strategic hands-on coaching</li> <li>2. Digital Health Days Stockholm</li> <li>3. Health 2.0 San Francisco</li> <li>4. Pitch Training + Investment Dinner London, Eindhoven</li> <li>5. B2B Sales training Berlin</li> </ol>
Reached coaching results	<ol style="list-style-type: none"> <li>1. Overall strategy, IT roadmap, goto market, pricing model, fundraising strategy, shareholder structure, company organization, access to talent (2 hires)</li> <li>2. Commercial contacts with Swedish Bio, Swedish Labtech, Karolinska Institute, first abroad VC contacts</li> <li>3. 6 commercial leads, asked to submit for Rockhealth, FDA insights, VC contacts</li> <li>4. Closed 1mio round, increased valuation from 1,1mio (previous shareholder deal, equidam) =&gt; 2 - 2,5mio , Ugentec selected as Belgian representative for Startup Olympics 'Get in the Ring', winner of Bryo award, ...</li> <li>5. First 2 customer contracts (Pathofinder (50k), Pathonostics )</li> </ol>

# Health & Wellbeing – activities based on carrier/catalyst model with co-funding

## 2014:

- 1/ Cognitive Endurance => Realisation of Swedish startup
- 2/ Personal Fitness Club => Realisation of Italian startup, Palo Alto HQ, Russian market
- 3/ Fit to Perform => International Telco deal being negotiated

## 2015:

- 1/ Fit to Perform (High Impact Initiative)
- 2/ Social Health Games
- 3/ Primary Prevention of Cardiovascular Diseases
- 4/ Better nights, fresh days
- 5/ Healthy lifestyle and wellbeing through coaching and continuous blood pressure sensing
- 6/ A generic platform for movement training