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Taylormade technology transfer processes for European tech innovations

ICN2 Workshop on research, strategy and innovation



#### Who is INI-Novation?



**INI-Novation** offers Innovation Management Services along the value-generation chains form ideas to international markets!

























#### Who is INI-Novation?





#### Innovation management

 Coaching and consulting services for Start-ups, SMEs and Research Institutions.

#### Technology Commercialization

 Market strategies and business models.

#### Entrepreneurship Training

For business set-up and expansion.

#### Soft-landing services

Support in foreign markets and international growth.

#### Access-to-Finance

Preparation for (Pre-)Seed and VC investments, access to public and European support programs.

#### Some references













































#### EIT Digital: a leading

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European organization

A Pan-European Digital Innovation and Education Ecosystem

# Innovation & Entrepreneurship

- Pan-European Accelerator supporting Scaleups
- (Open) Innovation Activities deliver 80 new products & services and a dozen spinoffs each year

Open Innovation, Brokerage, M&A,.. Industrial Engagement Program,.. Access to Talent, Traineeships,..

# Pan European Ecosystem

 Over 130 partners at 14 locations in 10 countries
 Top European corporations, universities & research centres

# Entrepreneurial Education

- 3 pan-European schools with over 1500 students
- Europe's next-generation tech entrepreneurs

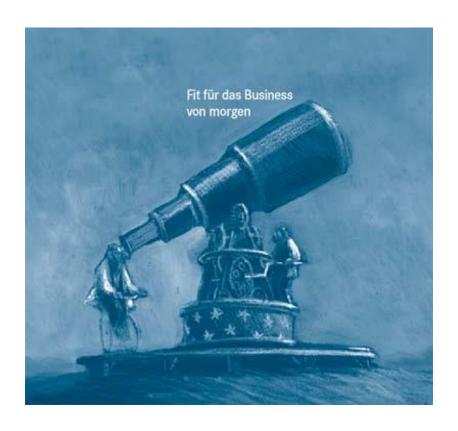


#### **The Innovation Model**



#### Meaning of Innovation



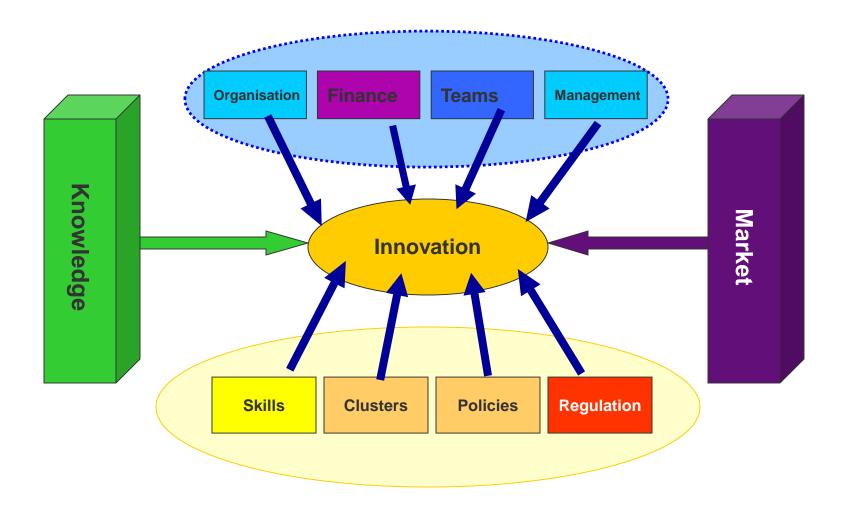


"Innovation - The Ability to Create and Capture Economic Value from Innovation."

Business Week, Funding Invention Vs. Managing Innovation

#### The Innovation Link in Practice

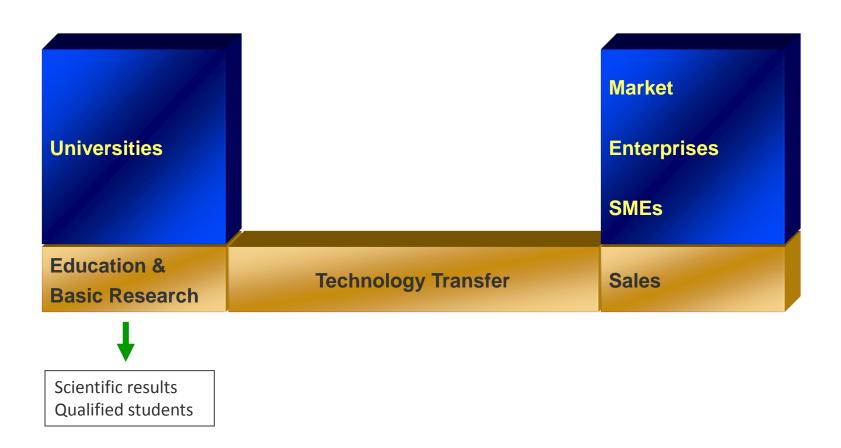




# The Innovation Model in Practice

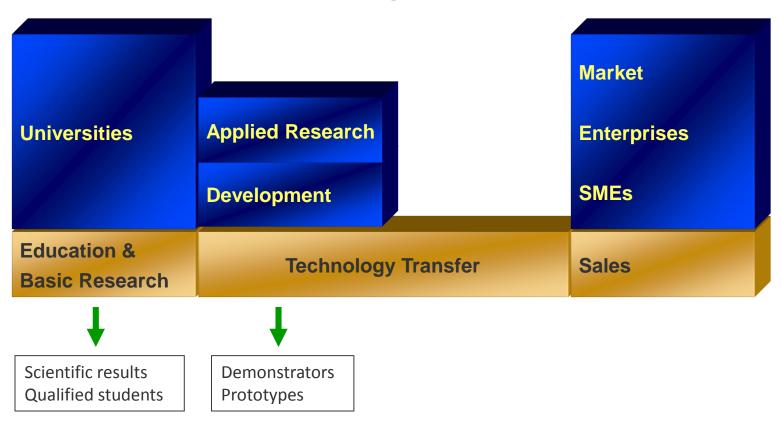




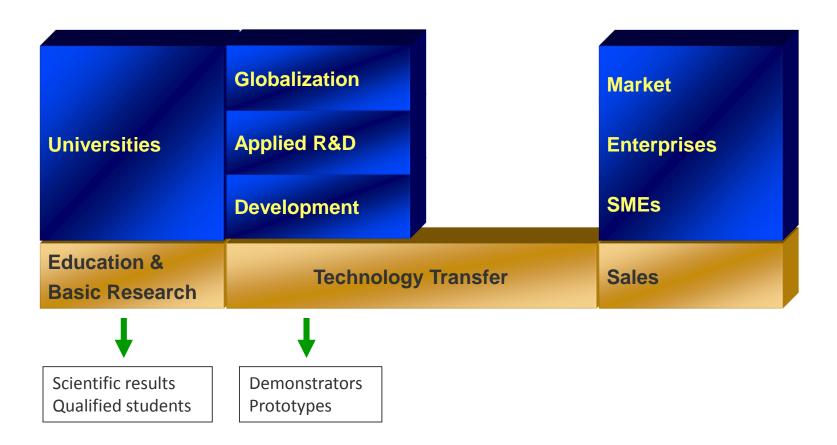




#### ... with the need for global collaboration!

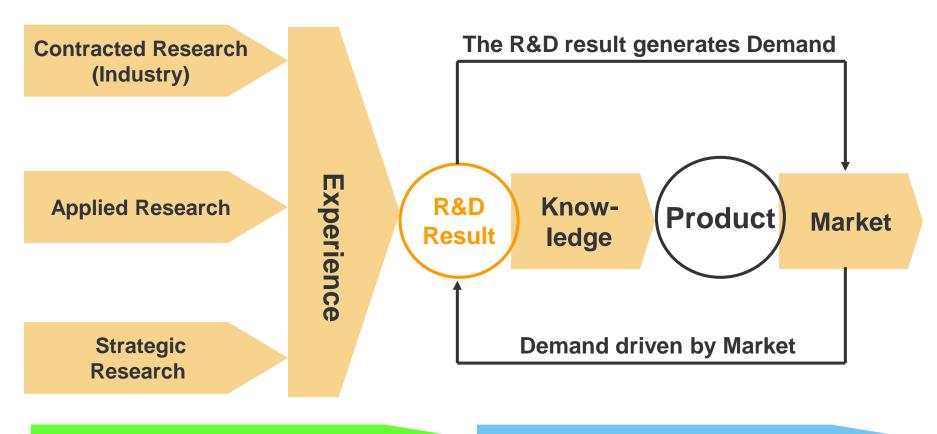






# Good Practice Example The Fraunhofer Model



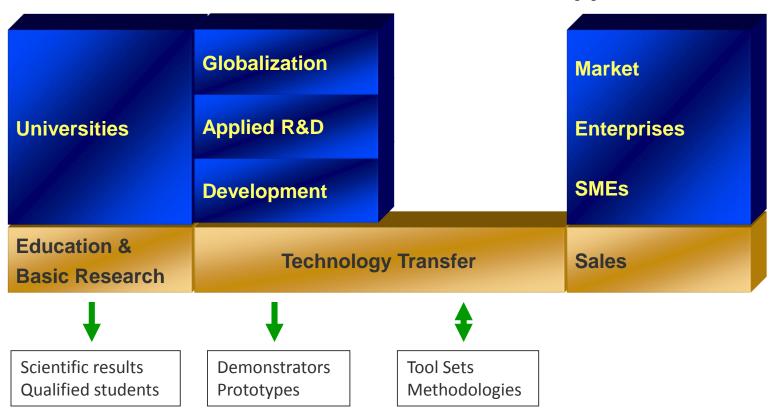


**Problem-oriented Approach** 

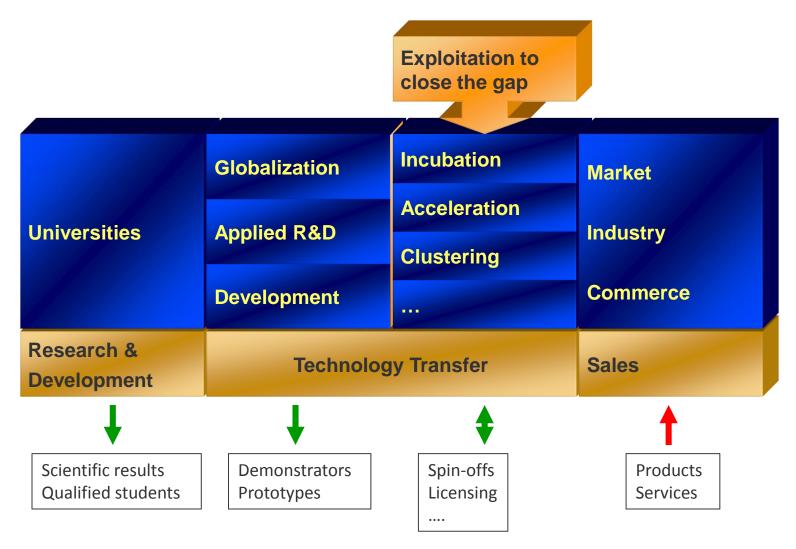
**Customer-oriented Approach** 



#### ... and with the need for additional support!

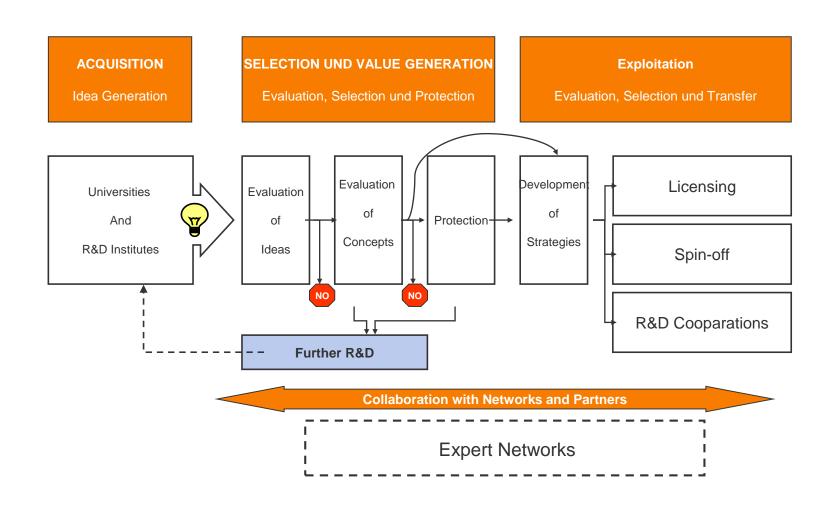






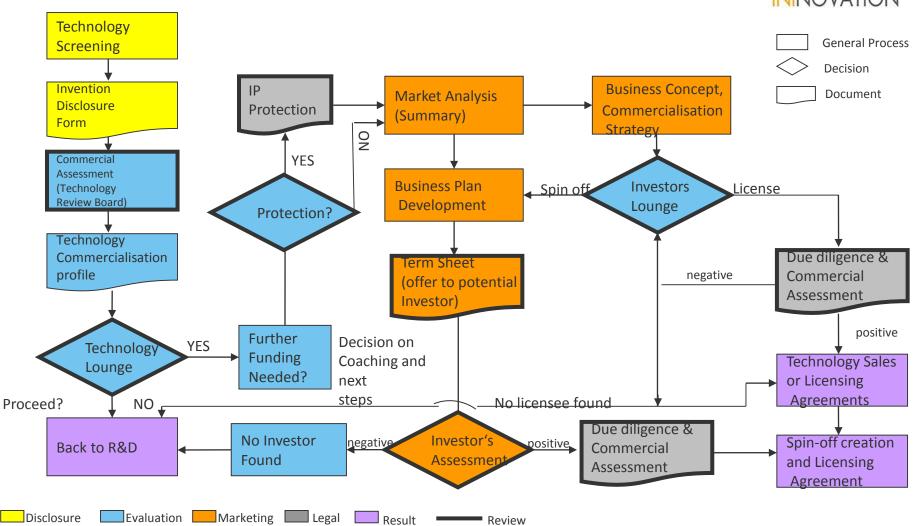
#### Good Practice Example





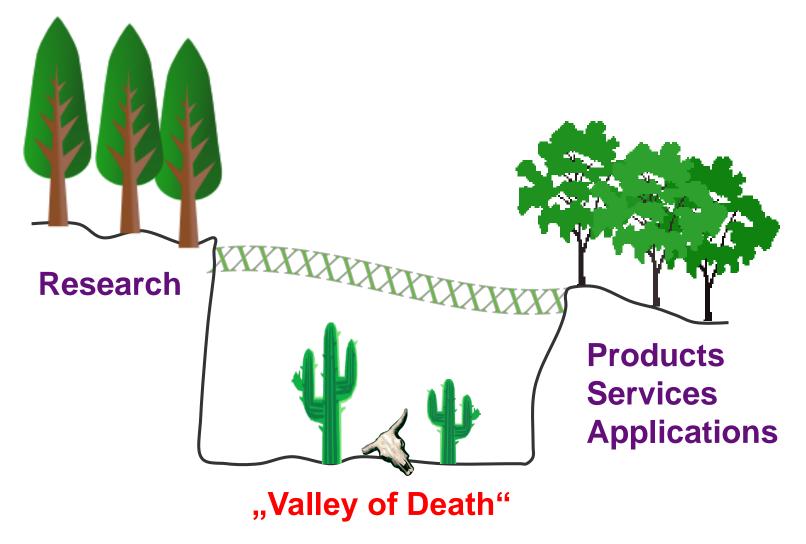
#### **Good Practice Example**



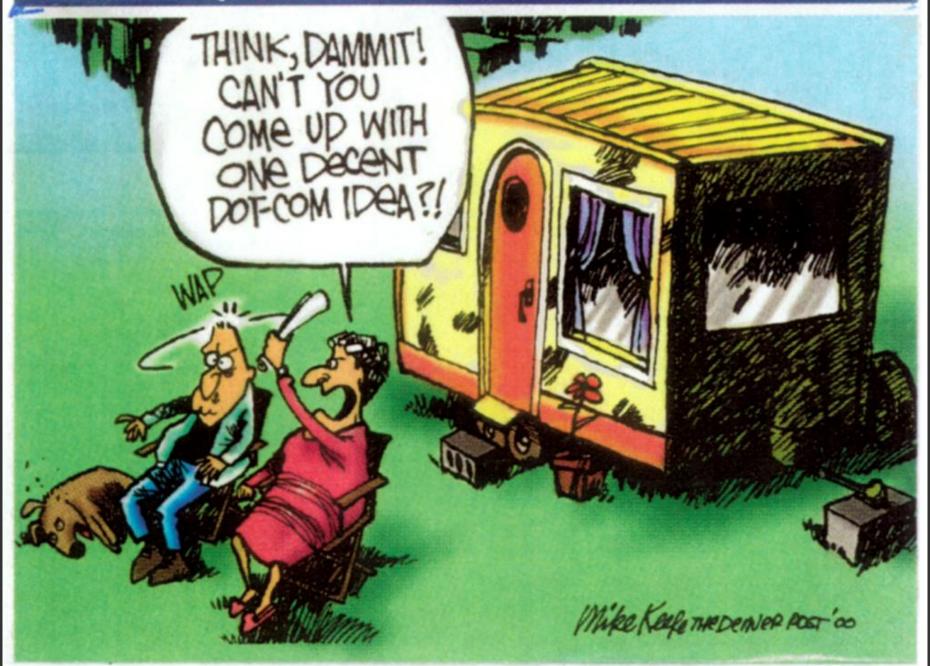


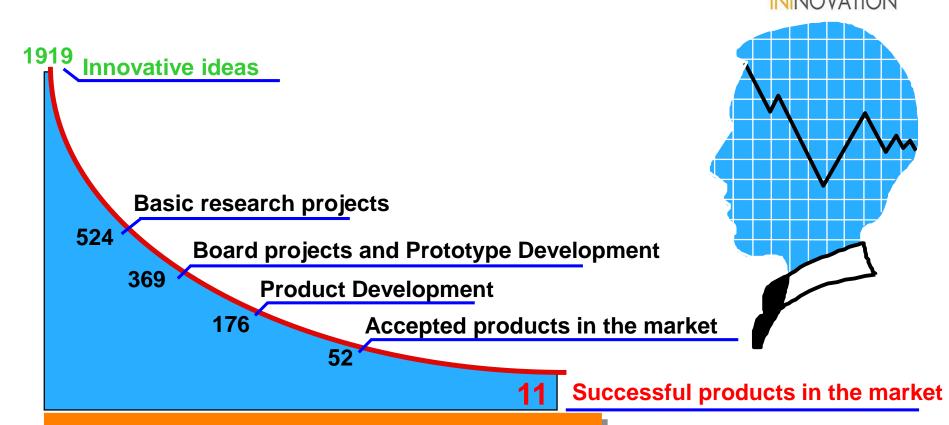
#### The Valley of Death





#### **DRAWN & QUARTERED**



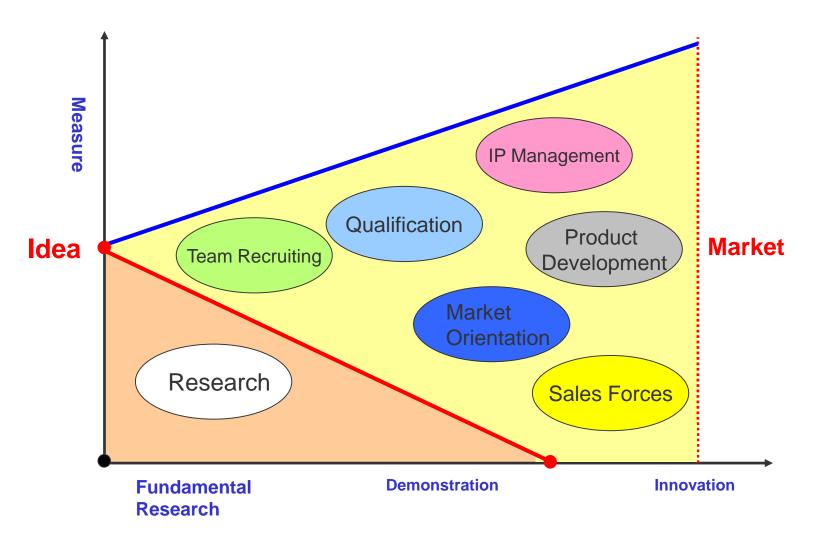


You have to kiss many many frogs, to find the one and only prince!

**Arthur Frey, 3M, Inventor of Postlt** 

Source: Kienbaum



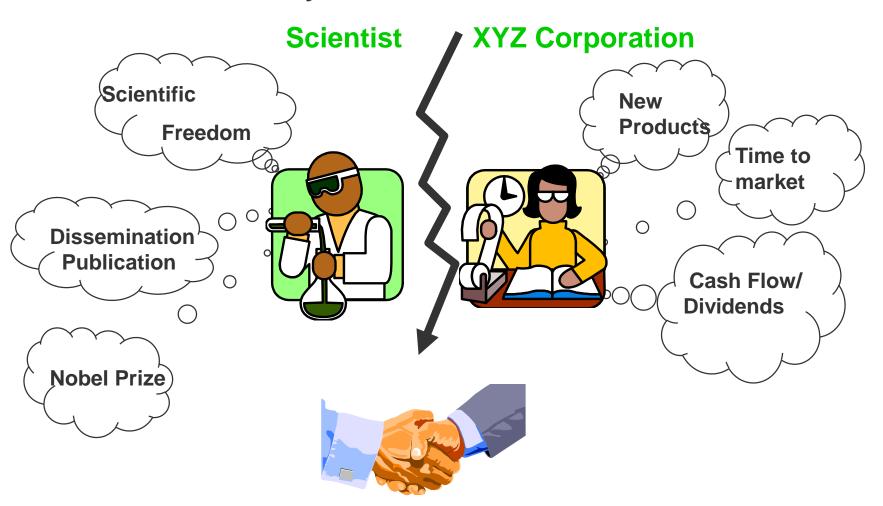








#### From Ivory Towers to Market Success





#### Barriers for scaling up internationally

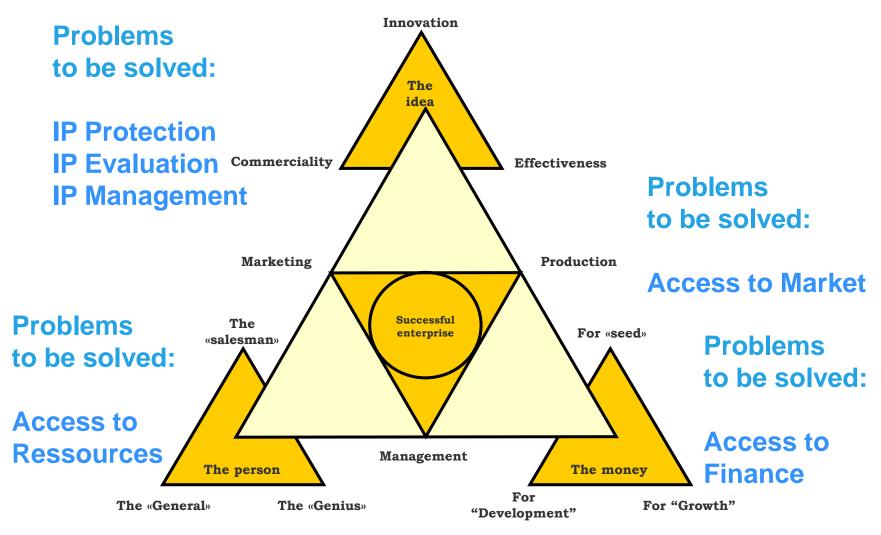
# Internal Barriers Capabilities of the firm

- Price of firm's products/services
- High cost of internationalisation
- Quality of firm's products
- Qualified personnel
- Specifications of firm's products

## External Barriers Business Environment

- Lack of capital
- Lack of adequate public support
- Lack of adequate access to market
- Costs or difficult paper work for transport
- Other laws and regulations in foreign countries



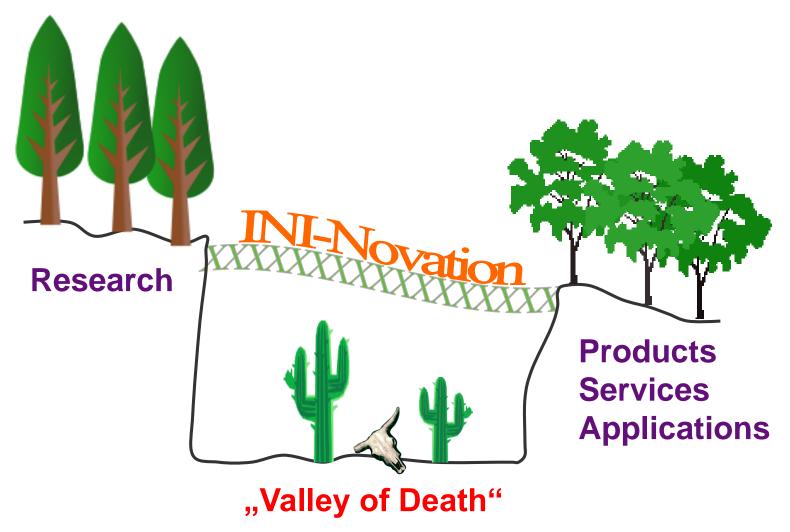


# Challenges and boundaries are everywhere!

Let's talk about Support!

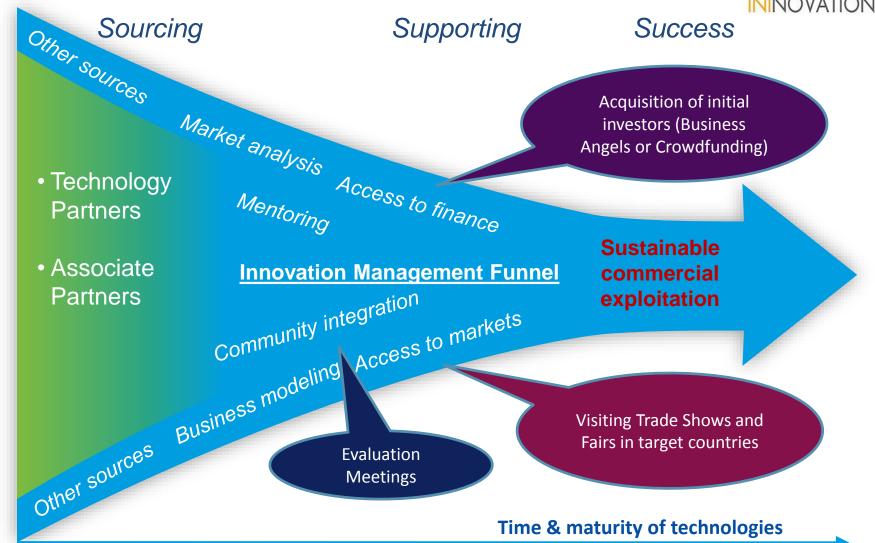
#### Bridging the Valley of Death





#### ... implemented by Funnel Management





#### The international services needed for your su





Access to Market (A2M)

**Secure Customers** 



Access to Finance (A2F)

**Raise Funds** 



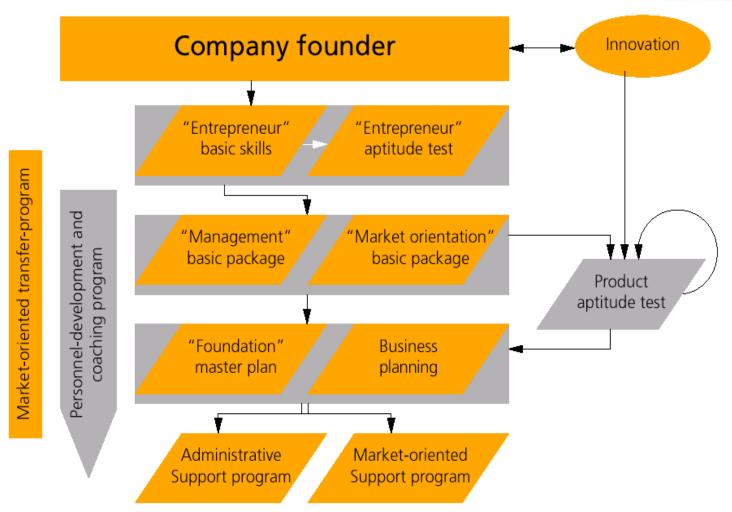
Access to Ecosystem Services

Knowledge, Talent, Space, Projects, etc...

### Elements of Entrepreneurship Qualificatic



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#### Access to Finance (A2F) program



**Access to Finance Support** 

PHASE 1

**Investment Readiness** 

PHASE 2

**Meeting Investors** 

#### Review Fundraising Documentation

- Two-liner and Teaser
- Management Presentation
- Coaching of the CEO/founders
  - Individual and in-group trainings
- Fundraising Strategy
  - Business Plan / Amounts raised / Timing

#### Investors events

 Match-making events : opportunity to meet multiple investors

#### Selected targeting

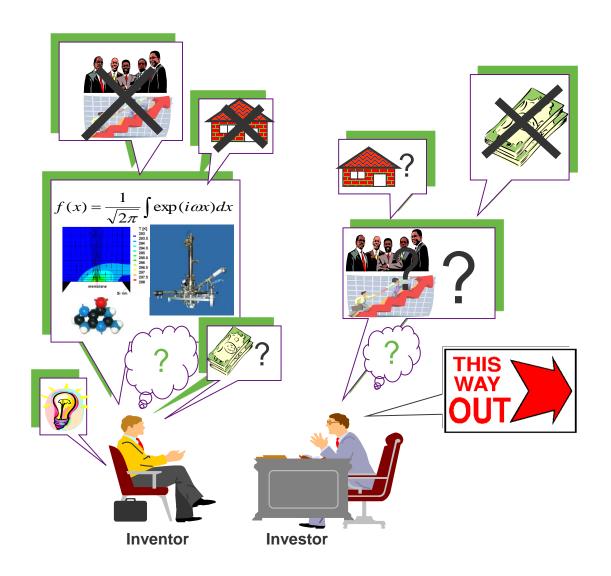
 Contact investors from a tailor-made list according to startups specifics

**Transaction finalization** 

- Direct discussions and negotiations between investors and start-ups
- A2F is not involved in legal negotiations (shareholders must seek external advice)

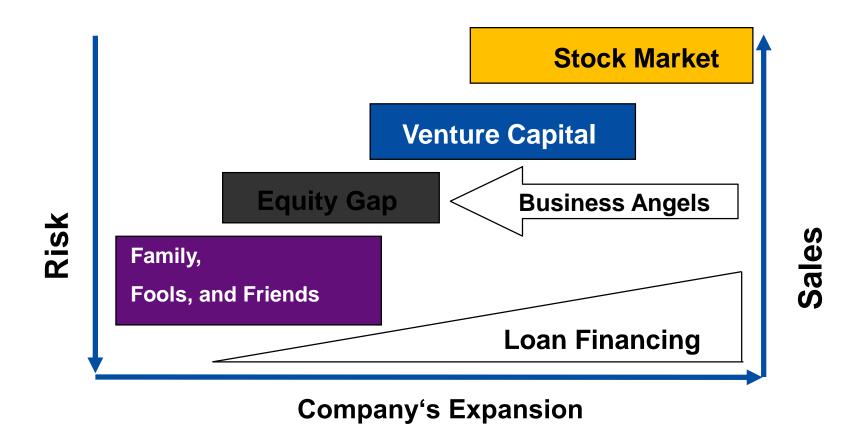
#### Early Stage Dilemma





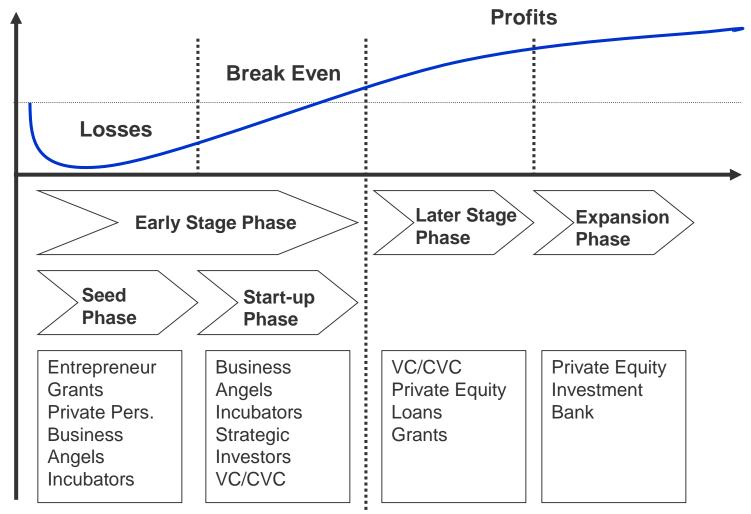
#### Phases of Funding





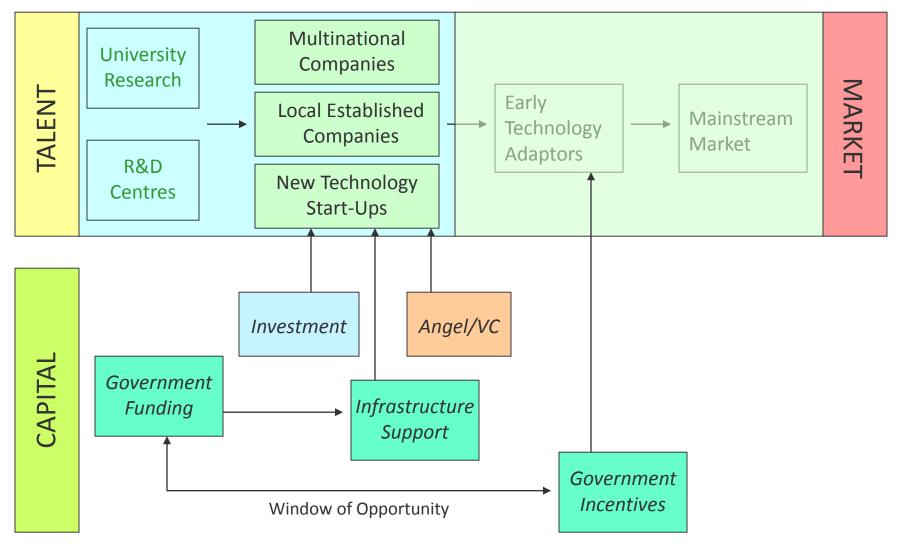
#### The Hockey Stick



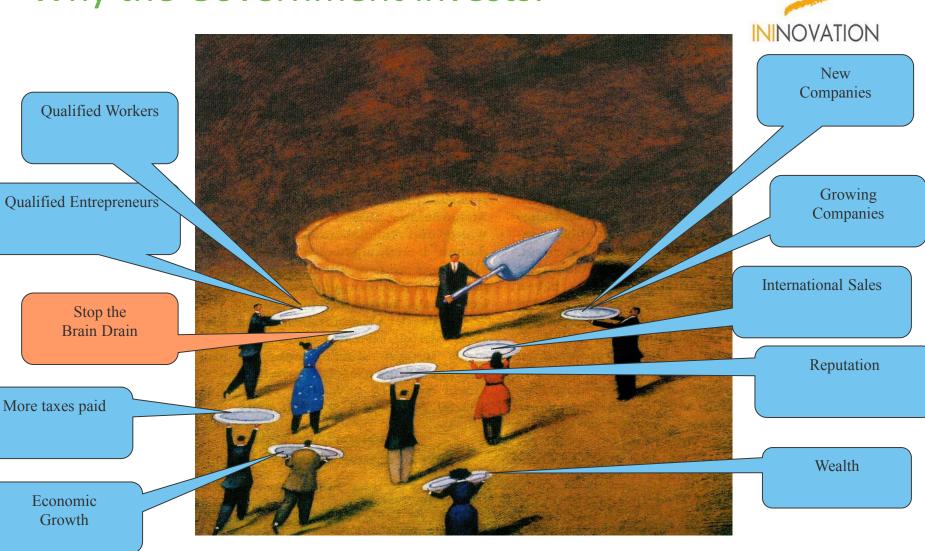


#### ... And the more complex View



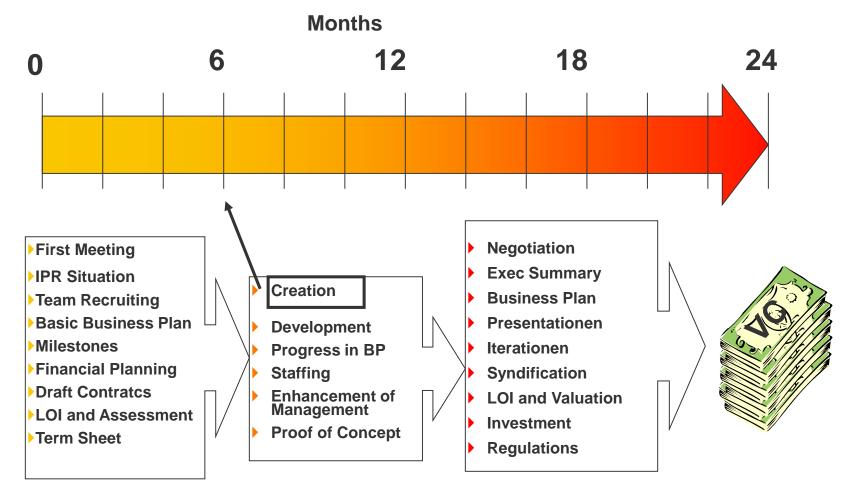


#### Why the Government invests:



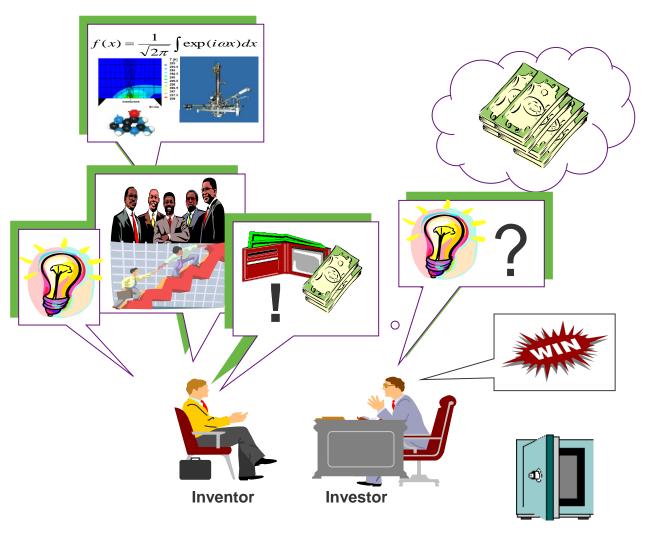
#### Time to Money





#### Go for the Goal!





#### Access to Finance References



#### We supported 80 companies raise funding in the last 4 years

- **Focus**: A-rounds, between 1,5 and 10 m€
- **Stage**: established and mature startups, with a robust product/solution, having already gained market traction, and looking to scale across Europe
- **Investors**: the Access to Finance team puts emphasis on finding the right investors for you: financial VC versus corporate venture fund, various geographies
- **International by nature**: attracting foreign investors is the best way to pull your company on a global scale

#### **Examples of recent fundraisings:**





































#### Access to Market (A2M) program



Access to Market Support

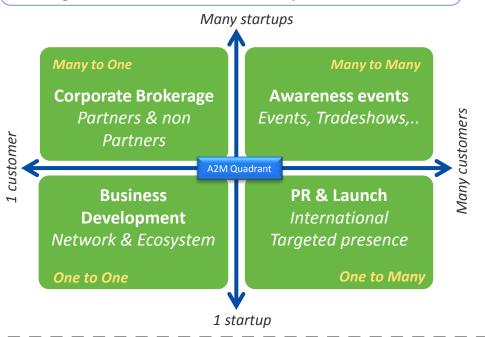
#### PHASE 1

**Market Readiness** 

PHASE 2

**Meeting Customers** 

- Review Business Plan
- · Go-to-market strategy, Acceleration planning
- Target market/Customers/Country selection

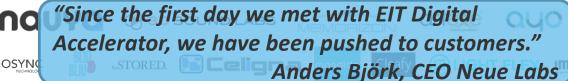


**Transaction finalization** 

 A2M is not involved in sales negotiations between Buyer and Scaleup, nor in legal/contracts

#### 270+ companies successfully supported













orehab



































"We had a lot of really great networking opportunities as we met industry experts, representatives of established industry leaders, investors, business accelerators and even more entrepreneurs." I zoined









cloudesire







































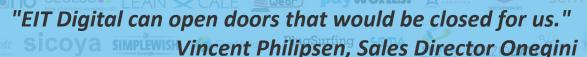














SYNOSTE







































#### **Good Practice Checkpoint Cardio**

- Nature of deal: Product Development Funding to enhance the core tele-medical system
- Deal amount: €475.000
- Short company description: Founded in 2015, Checkpoint Cardio combines advanced medical devices with software to follow a patient's vital parameters in real time. A medical device measures ECG, pulse, respiration, body position and temperature, and sends the data as well as the patient's location to a telemedical centre where it is constantly observed by an experienced team. The telemedical centre is the first of it's kind in Europe.



Check Point

- Founders: Boris Dimitrov (CEO), Ivaylo Dachov (CMO),
- We introduced Checkpoint Cardio to the University Hospital RWTH Aachen at the German MEDICA fair and supported the further communication, which resulted in a new joint development and implementation contract, granted by a consortium of five leading university hospitals in Europe.





### Good Practice DigiFlak

- INIINIOVATION
- Nature of deal: Development contract to enhance eCare technologies with data privacy and data security features
- Deal amount: €247.500
- Short company description: The Estonian scaleup DigiFlak builds USB / NFC devices for strong password-free multifactor network access authentication for social and corporate web-resources. The so-called Secuters encrypt data, establish virtual private networks (VPN), and prevent phishing/fraud.



DigiFlak

- Founders: Maxim Kostin (CEO)
- We introduced DigiFlak to the Aristotle University of Thessaloniki (Prof. Panagoitis Bamidis) in March 2017. The contract was closed on 1.12.2017. The project uses an innovative projective environment to provide useful and contextualised secured virtual coaching to elderly living at home.





#### **Good Practice Distribusion**

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distribusion

- Nature of deal: Collaboration with AMADEUS to facilitate access to intercity bus ticket bookings for travel agencies
- Deal amount: Percentage of ticket sales
- Short company description: Distribusion, a B2B travel tech venture based in Berlin,

  Germany
- makes booking an intercity bus ticket as easy as booking a flight.
- Founder: Julian Hauck (CEO), Johannes Thunert (CBO)
- Action Line: Digital Cities
- We supported in access-to-market and access-to-finance. The achievements include collaboration with EIT Digital partner Amadeus, a successful 6M euro funding round, and recognition at the prestigious NOAH startup competition. Amadeus, an expert and provider of technology for ticketing, reservation management, announced a ground-breaking collaboration with Distribusion to facilitate access to intercity bus ticket bookings for travel agencies in German-selling markets.



## **The Corporate View**



#### How to approach corporates?





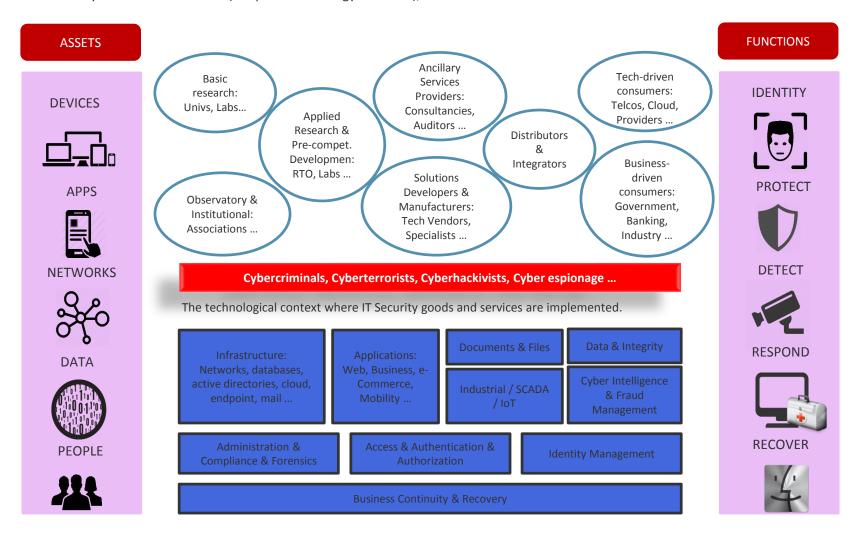
Moving through corporate units, structures, processes

To make the right decisions, you need to know the facts — and where and how to find them.

## Summary: The IT Security Landscape



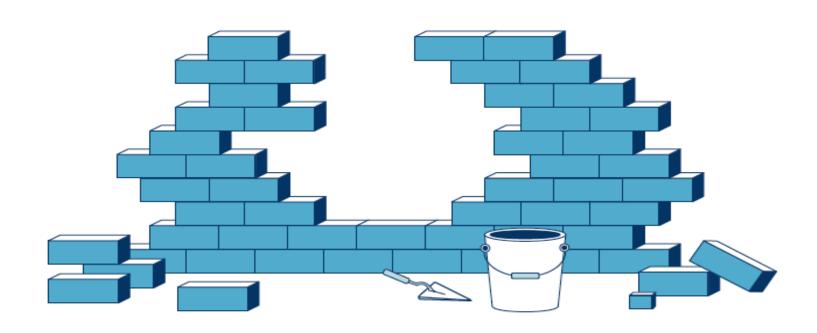
The Security / Cybersecurity landscape can be analysed from several complementary perspectives, all of them framed by Assets and Functions (People – Technology - Process), as exhibited below:



## Do corporates easily invest in innovation?

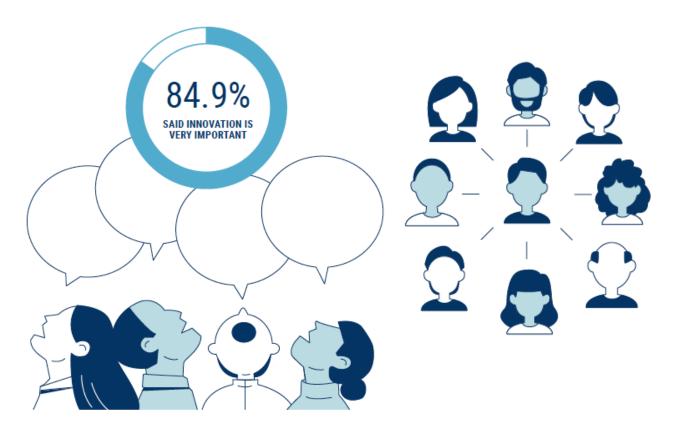


While corporations worry about disruption, do they actually invest in preventing it?



#### Companies care about innovation





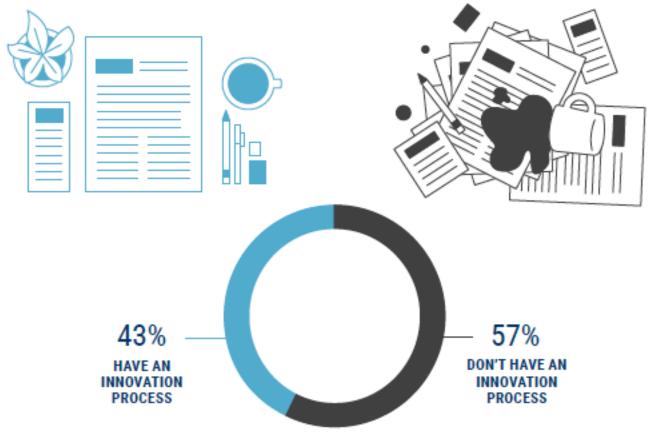
Source: CB Insights: State of Innovation – Survey of 677 Corporate Strategy Executives

#### Top 10 Sources of Innovation

- 1 Customers
- 2 Employees
- 3 Competitive intelligence
- 4 Suppliers / vendors
- Academic partners and/or scientific literature
- 6 Industry analysts
- 7 Accelerators & incubators
- (8) Corporate venture capital
- External ideation consultants
- (10) Bankers & VCs

# Companies really care about innovation?

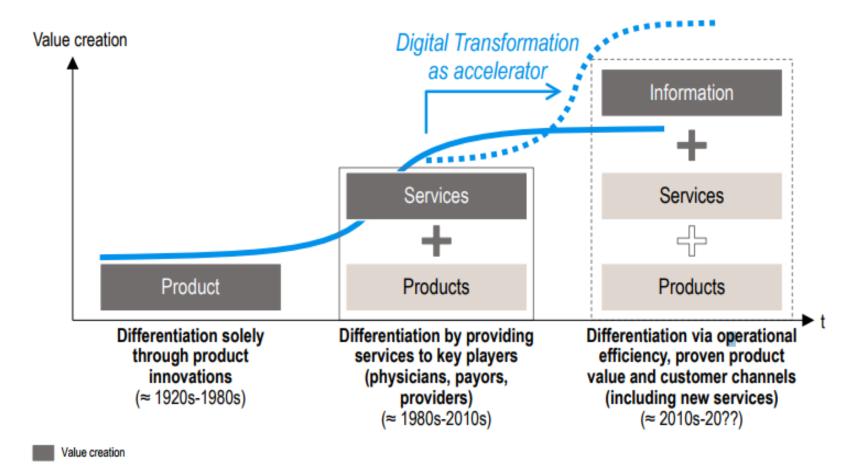




Source: CB Insights: State of Innovation – Survey of 677 Corporate Strategy Executives

# Digital Transformation and Procurement Impact





## **Corporate Investment Decisions**



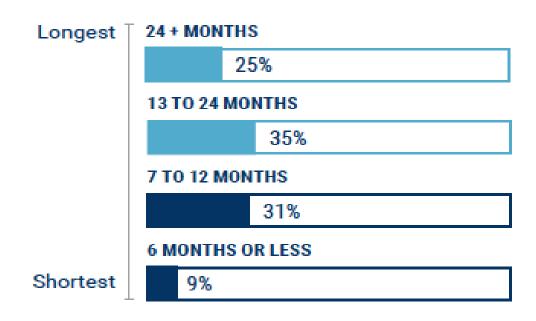
Despite deep fear and talk of disruption, companies invest in the small stuff.



#### Corporate Investment Cycles



#### Average time from ideation to launch

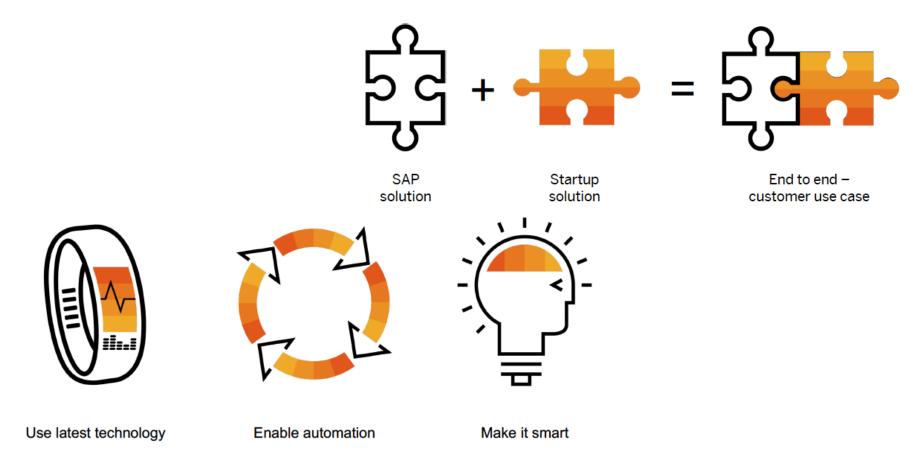


Source: CB Insights: State of Innovation – Survey of 677 Corporate Strategy Executives

#### **Corporate Innovation is SLOW**

## Good Practice Example: SAP





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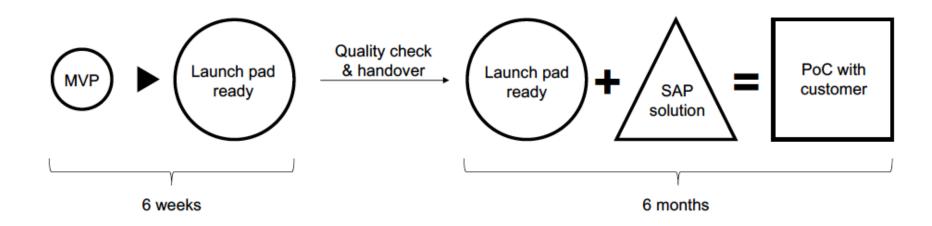
#### Good Practice Example: SAP











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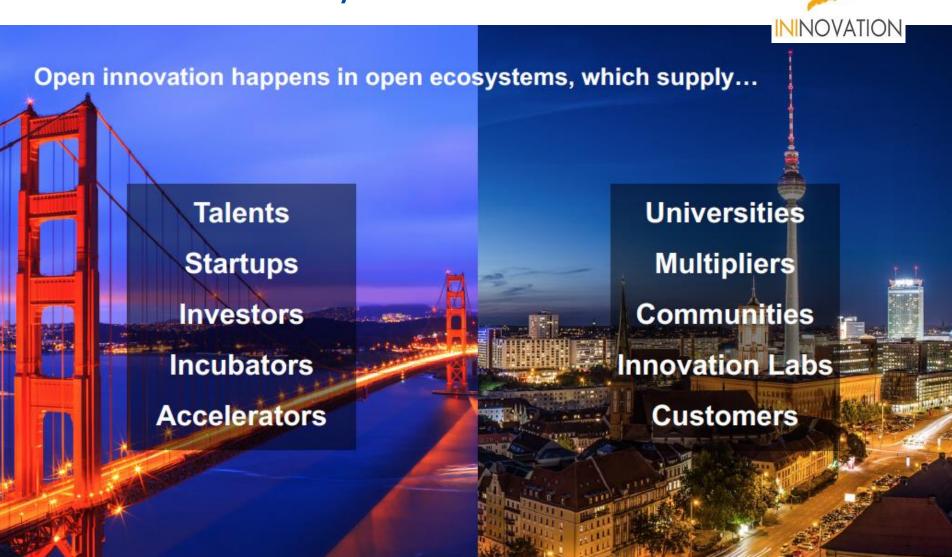
#### It is all about ECOSYSTEMS





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#### The Role of Ecosystems



## Example EIT Digital: unrivalled network of

customers across Europe...



14 Office Networks Brokerage, Launch, Soft Landing, etc.

PR & Media

network in more than 10 countries

**Partner Network** 

Corporates, Universities, Research

Team Network

**Business** 

**Development** 

Misc. + Purchased networks

E.E.N., Experts, Mentors, ..

**Action Lines** 

Digital Cites, Infrastructure, Industry, Wellbeing and Finance



#### Active all across Europe





14 offices in 10 European countries + Silicon Valley



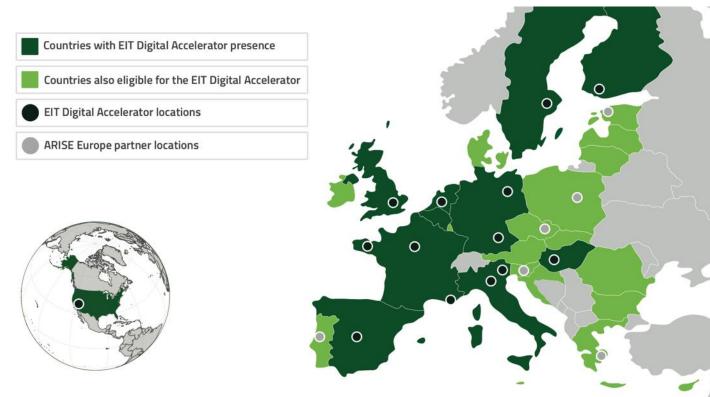
170+ partner organizations looking for tech products and solutions



300+ investors in the network

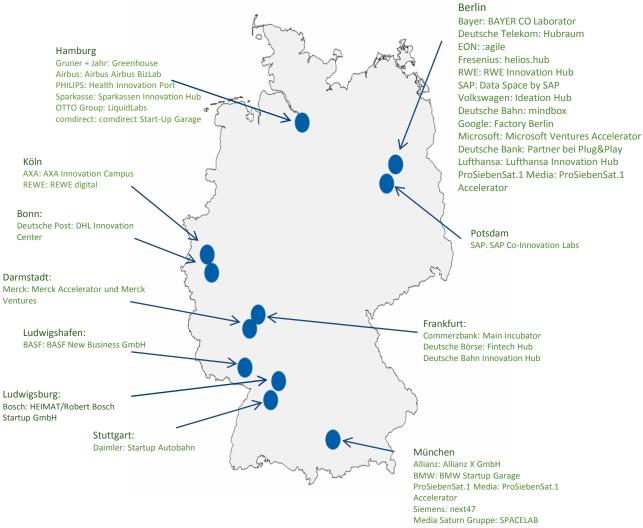


40 business developers and 10 fundraising experts



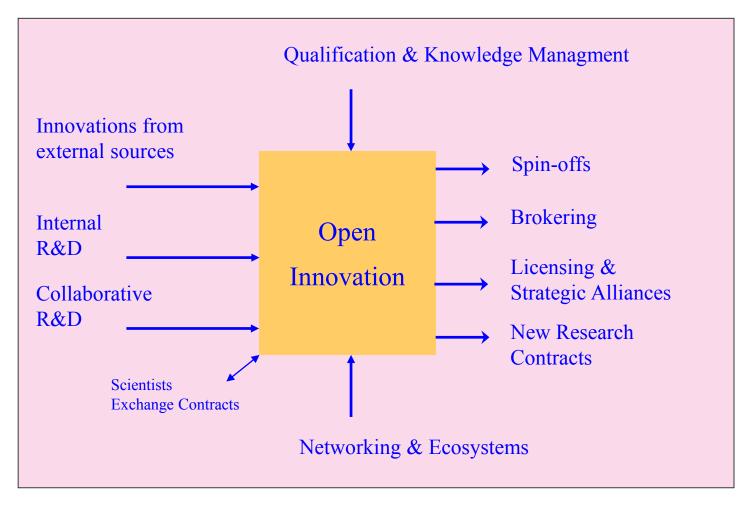
#### Innovation Labs in Germany





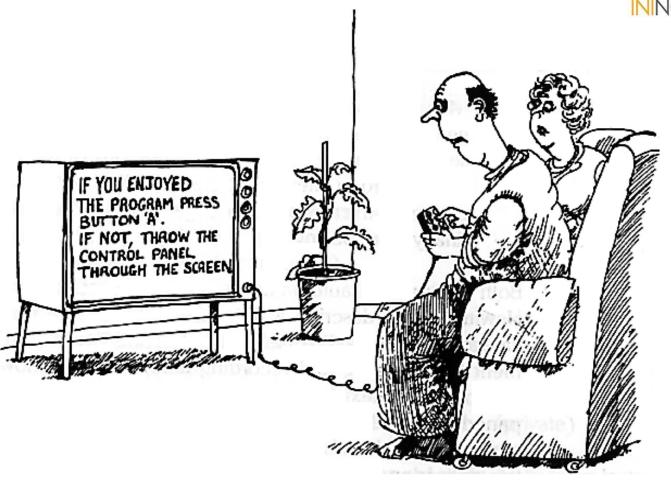
#### **Summary: Open Innovation**





### Questions? Comments?





#### **Contact Information**





Managing Director

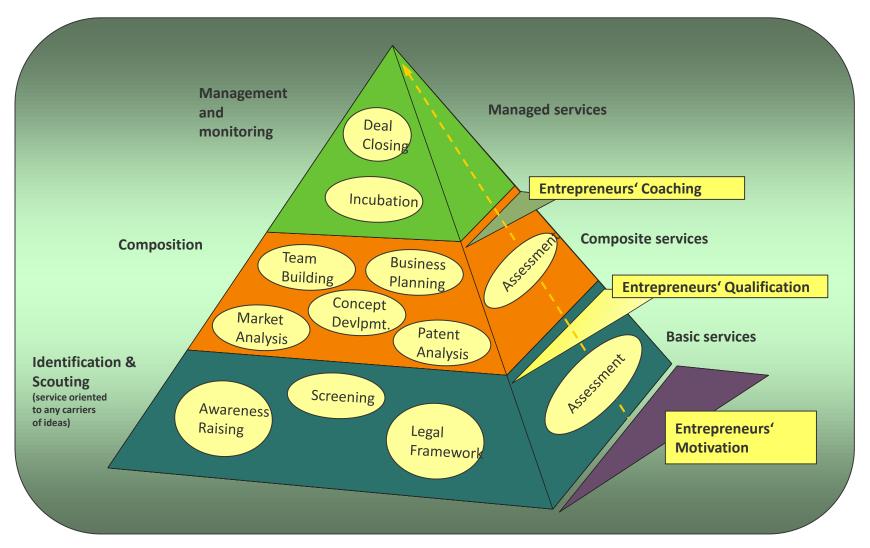


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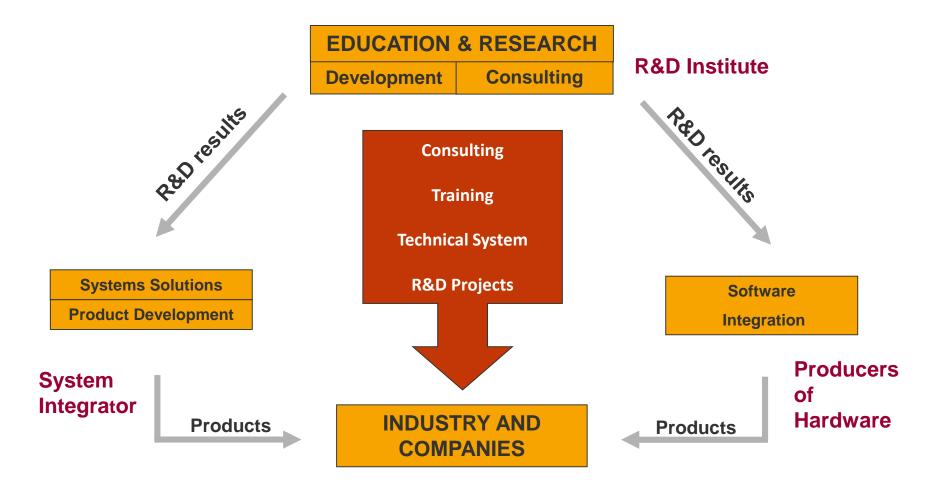
### The Service Roadmap ...





# Practices of Traditional Technology Transfer





## **Example: Supply Chain Security**



