



EIT ICT Labs **GERMANY**

Neue Wege für Innovation zwischen Industrie, Akademia und Politik

Münchner Kreis

Strategie-Workshop des Forschungsausschusses

Dr. Udo Bub, Berlin, September 25, 2014

Why do we exist?



ICT Innovation
for **economic growth**
and **quality of life**



Why do we exist?



We want to see ICT **Innovations** enter the market to create **jobs** and improve **people's lives**.

We want to tackle the **European paradox**: the gap between Europe's excellence in **research** and the much smaller **innovation capacity**.

How do we do that?



We bring people from **academia** and **industry** together.
Virtually and **physically**.

We bring together a network of Europe's finest companies, universities and research institutes in ICT.



○ Node
 ○ Associate Node

Stockholm	
London	
Paris	
Eindhoven	
Trento	
Helsinki	
Berlin	



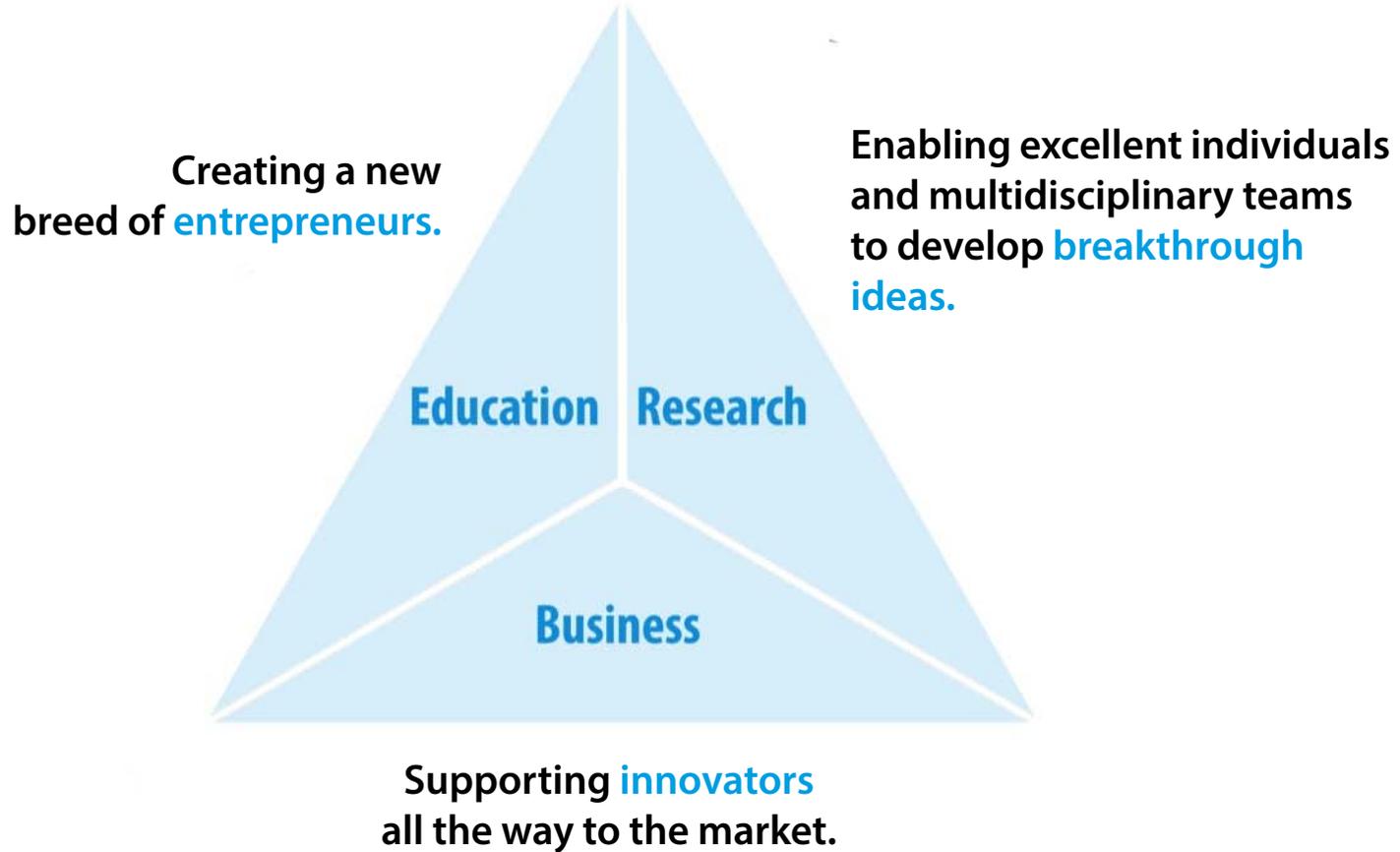
We operate Co-Location Centres in each Innovation Hotspot – places to work, meet, and talk.



- EIT ICT Labs operates from **Co-location Centres (CLCs)** in 7 nodes and 2 associate nodes
- CLCs are **places** where individuals from different types of organisations and cultures **work together face-to-face** and move forward effectively towards KIC goals
- CLCs are equipped with state-of-the-art communication technologies that facilitate **cross-node collaboration**
- The Berlin CLC is located on campus **of TU Berlin** and operated by **EIT ICT Labs Germany GmbH**



We implement activities in all segments of the Knowledge Triangle.



Activities are implemented in 8 IT-related thematic areas, education and business.



8 Thematic Areas (Action Lines)

- Cyber-Physical Systems
- Future Cloud
- Future Networking Solutions
- Health & Wellbeing
- Privacy, Security & Trust
- Smart Spaces
- Smart Energy Systems
- Urban Life and Mobility

Education: 3 Education Programmes

- Master School
- Doctoral Schools
- Professional Education

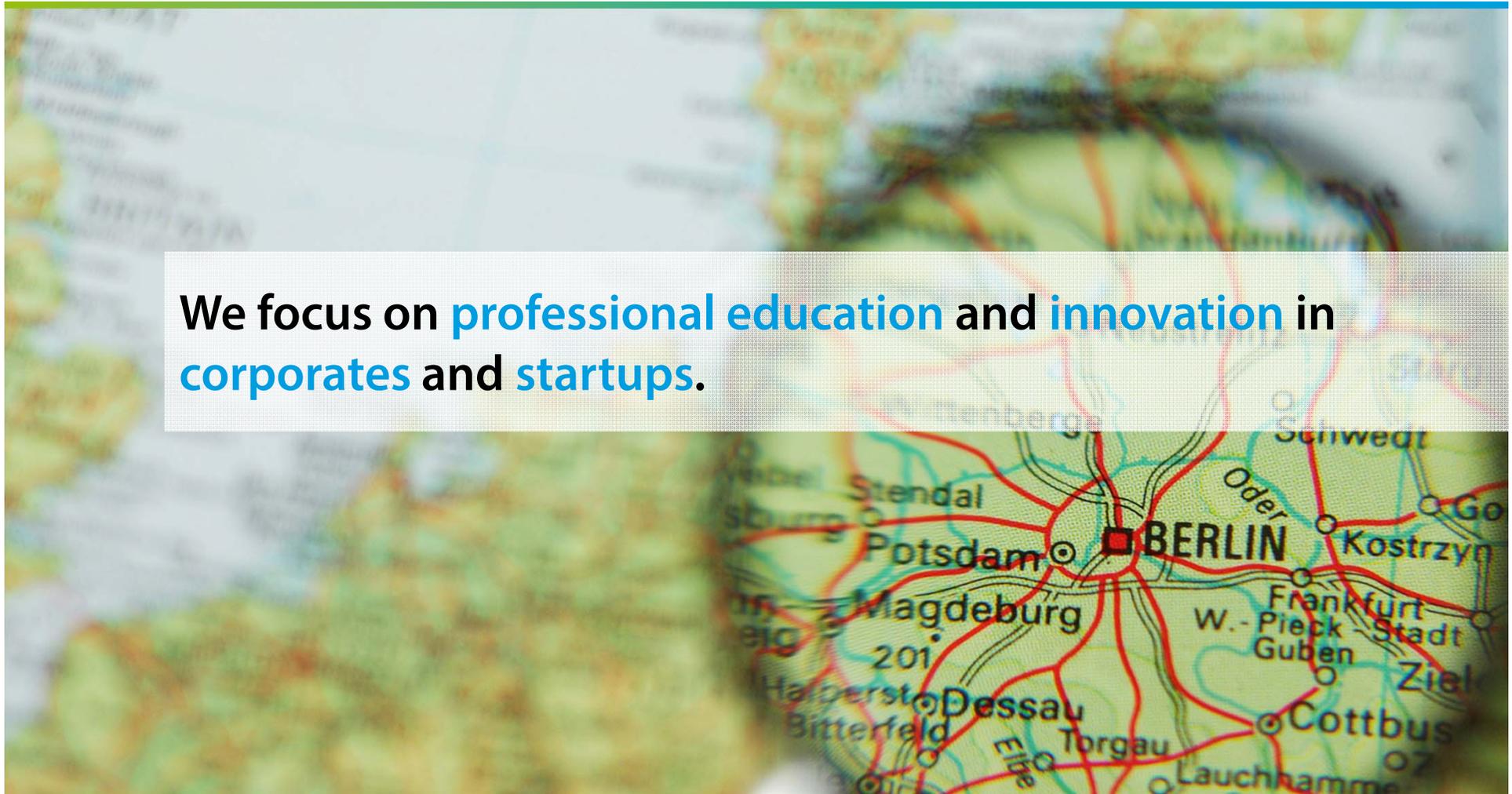
Business: Focus on Market Impact

- Supporting Start-up and SMEs
- Finding the best ideas out there

What exactly do we do in Germany?



We focus on **professional education** and **innovation** in **corporates** and **startups**.



More Focus in Berlin...



Example: Smart Energy Systems / Security

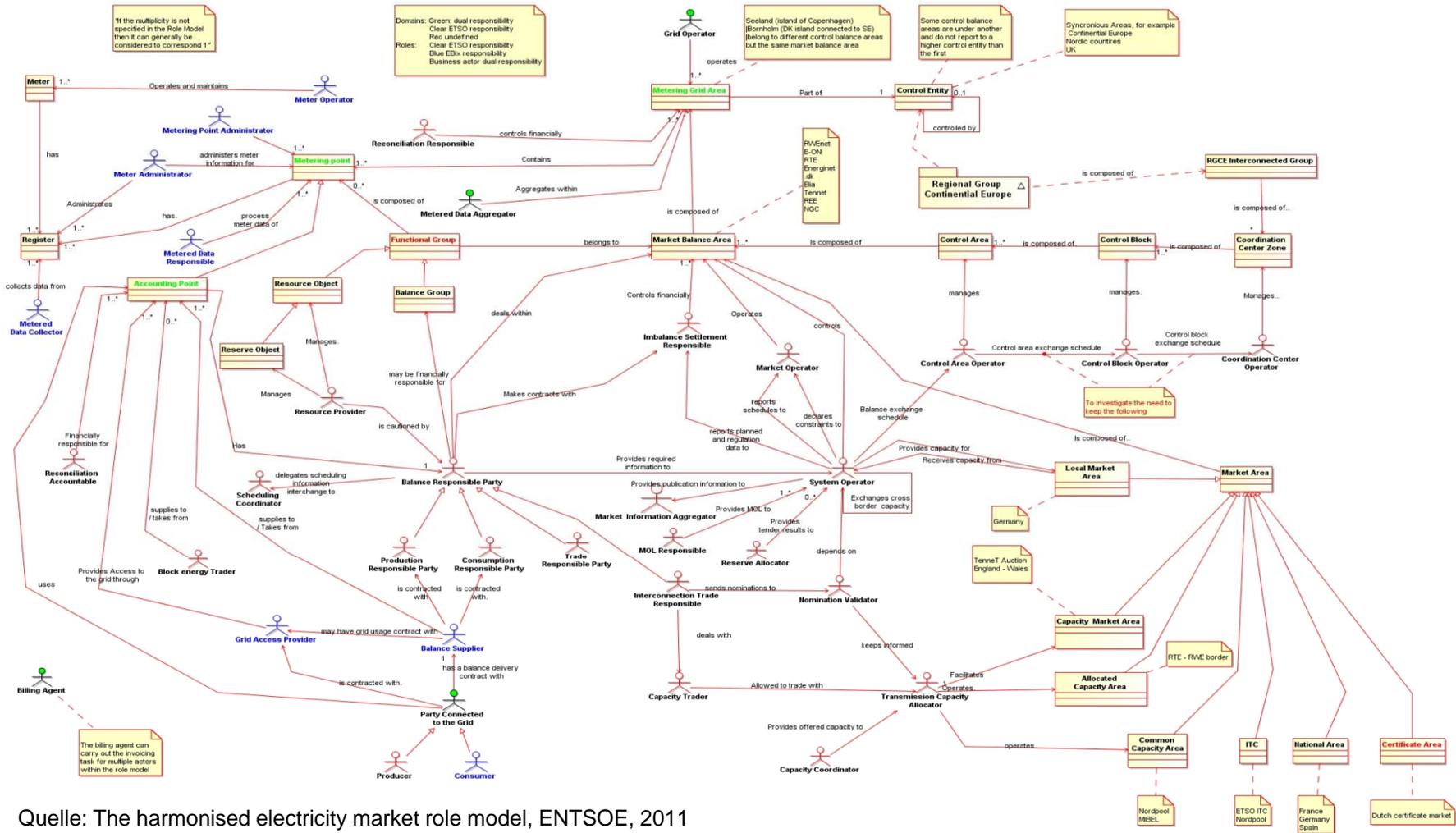
Example: Innovation Challenges

Example: Business Communities

Example: Outreach and Startup Activation / Startup Residency

Example: Innovative Education / Software Campus

Example: Smart Energy Between Regulation and Innovation



Quelle: The harmonised electricity market role model, ENTSOE, 2011

Example: Telekom Innovation Contest.



We're finding smart ideas with our partners.

TELEKOM
INNOVATION
CONTEST



Implementing DTAG's Open Innovation strategy by identifying startups globally.

Project goals

Activate innovators with high potential ideas to become entrepreneurs with DTAG support and cooperation partners in the long-run.

Involvement of all venture related units within DT group: T-Venture, hub:raum BER, KRK, intl., Kitchen Budapest, and UQBATE, and development of a partnering concept for DTAG national companies.

Our contributions

- Innovation Strategy
- Concept & Process Development (3)
- Project & Stakeholder Management
- Design & Layout
- Marketing, Communication & Promotion
- Tool Support

Partners



.UQBATE

hub:raum



Project outcome

Development and implementation of the Telekom Innovation Contest in two instances. 2014 with 10 semi-finals across Europe, a Startup Training Program and a Grand Finale in Krakow.

All venture-related units, the partnering units for B2B & B2C, and 12 national companies were involved.

More information

<http://www.telekom-innovation-contest.com>



#TIC14



Example: EIT ICT Labs Idea Challenge.



We're finding smart ideas with our Action Lines.



Identifying and supporting the next generation of ICT startups in Europe.



Project goals

- Identifying promising startups in the thematic scope of the eight Action Lines and selecting the 24 best teams from all over Europe.
- Creating visibility for EIT ICT Labs in general and the different nodes and topics in particular.
- Strengthening ties to local ecosystems.
- Identifying synergies with local projects and partners

Our contributions

- Innovation Strategy
- Concept & Process Development (3)
- Project & Stakeholder Management
- Design & Layout
- Marketing, Communication & Promotion
- Tool Support

Partners



Project outcome

- European startup competition implemented in 8 tracks with 8 finals in European innovation hotspots.
- Overview on innovation & startup activity in the participating countries
- Coaching of awarded teams and integration in research oriented Action Lines
- Prize award as lump sum for winning three teams (40k 1st prize, 30k 2nd prize, 15k 3rd prize).
- Greater awareness on innovation and startup-activities of EIT ICT Labs
- Increased information flow and awareness on social media channels

More information

<http://ideachallenge.eitictlabs.eu>



#ideachallenge

Example: Business Communities



Smart Energy Community

Ideas ✦ Innovations ✦ Industry

Hosted by

EIT ICT Labs
www.eitictlabs.eu

EIT ICT Labs
IDEA CHALLENGE
8 steps. 8 ideas. One challenge.

T Telekom Innovation Laboratories



- **Smart Energy Community, October 30./31., 2014**
 - joint event with SES AL and T-Labs
 - 2-day conference with keynotes, workshops, panel discussion, startup fair, pitch event & networking
 - Conference topics: Micro grids & decentralized generation, Security, Ancillary services, Efficiency, Energy regulation
 - participants from Industry, academia, politics, startup scene
 - expected participants: ca. 200
 - pitch final of the EIT ICT Labs Idea Challenge SES
 - IC jury:
 - Dr. Udo Bub, Node Director Berlin
 - Dr. Heiko Lehmann, SES Action Line Leader
 - Dr. Kai Rose, BDA Germany
 - Bram Spitzer, BDA Netherlands
 - Dr. Ralf Schnell, CEO Siemens Capital Ventures
 - Michael Strzyz, Investment Manager High-tech Gründerfonds
 - Dr. Klaus Willnow, Director Innovation Cooperations Siemens Energy
 - Dr. Oliver Weinmann, CEO Vattenfall Europe Innovation GmbH
 - Luisa Maier, COO Startupbootcamp

Smart Energy Community

Ideas ✦ Innovations ✦ Industry

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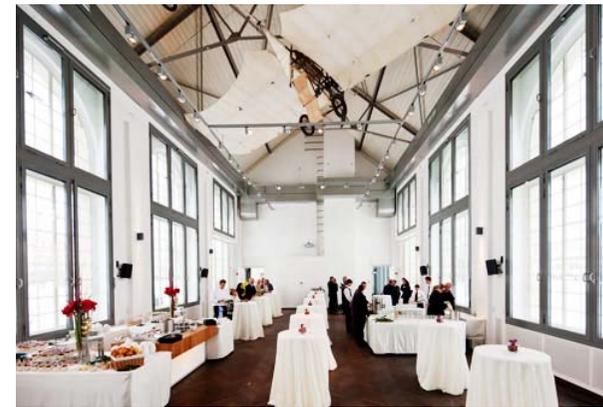
Telekom Innovation Laboratories



- Location: WISTA Veranstaltungszentrum, Science- and Technology Park Berlin-Adlershof



- Main hall for keynotes and pitches



- Evening reception location

Attendance is free, for the detailed program and registration please visit:

<http://smartenergycommunity.splashthat.com>

Example: Berlin Residency.



We reach out to European countries outside the EIT ICT Labs consortium.

Helping start-ups from all over Europe to build connections to the Berlin scene.



Project goals

Creation of acceleration program in Berlin for non-local Startups. Therein support with:

- Identifying investment and recruiting opportunities
- Providing access to local start-up eco-system
- Creation of awareness and visibility for visiting teams
- Learn methods and push creativity with training program
- Mentorship

Our contributions

- Concept & Process Development
- Project & Stakeholder Management
- Scouting
- Marketing, Communication & Promotion
- Design Thinking
- Coaching & Mentoring
- Partnering



Partners

hub:raum WEITNAUER

Project outcome

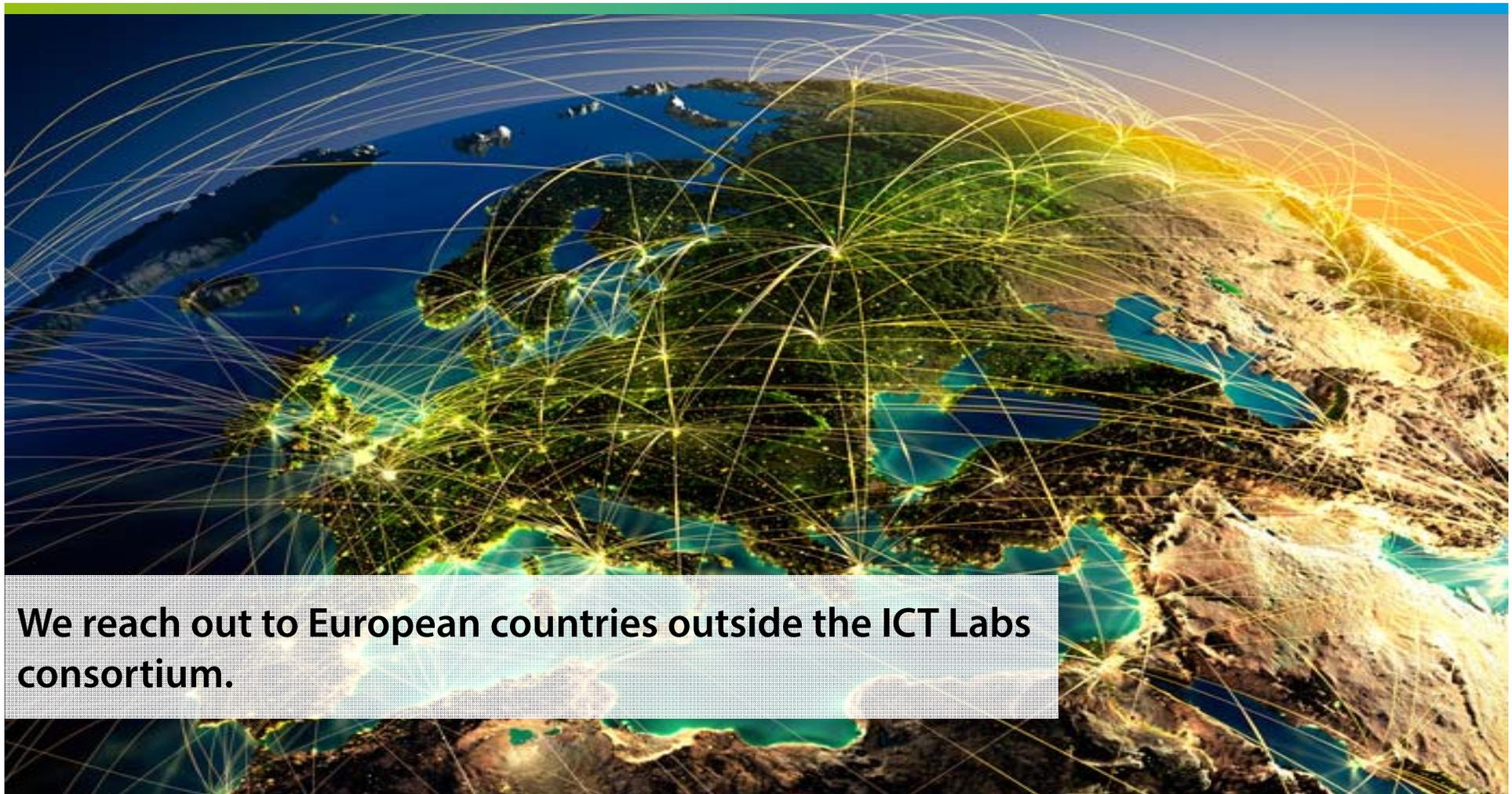
- 3-months of bootcamp-character accelerator
- Networking support for startups: direct introductions, guided startup tours, etc.
- Intensive coaching activities & offers
- Contact between program participants and investors
- Active involvement of EIT ICT Labs Germany innovation consultants in improving the products.

More information

<http://www.eitictlabs.eu/news-events/events/article/four-startups-to-reside-in-berlin-in-outreach-program/#allView>



Example: Scouting & Outreach



We reach out to European countries outside the ICT Labs consortium.

Example: scouting & outreach.



Project goals

- Create awareness in not targeted regions/countries and place yourself with a topic
- Identify new topics in target country
- Get access to a new market
- Scouting/Recruiting
- Understand innovation landscapes

Our contributions

- Concept & Process Development
- Project & Stakeholder Management
- Scouting
- Marketing, Communication & Promotion
- Partnering
- Foresight
- Scenario Analysis

Partners



Project implementation

- Country visits to analyse competitive situation
- Awareness raising campaigns via local multipliers
- Build-up of local networks



More information

<http://www.eitictlabs.eu/about-us/outreach/>



Example: Business Development Accelerator.



We support start-ups on their way to the European market.



Implementing a support instrument for start-ups and SMEs across Europe.



Project goals

Supporting start-ups and SMEs to expand their businesses to a European level.

The Business Development Accelerator is an instrument that the EIT ICT Labs projects and partners use to take businesses, services and products from the national to the European dimension.

Our contributions

- Strategic Coaching
- Access to Finance
- Soft Landing
- Business Modeling
- Technology Transfer
- Mentoring
- Market entry support

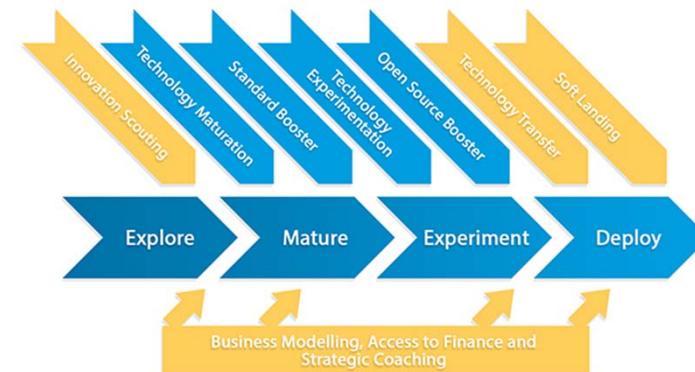
More information

<http://www.eitictlabs.eu/business/>



Project outcome

- Network of 42 business developers across 9 countries that coach and train startups and SMEs, provide access to VCs,
- Supported companies:
 - In 2012 (build-up): >30 start-up teams received coaching and mentoring across all nodes and action lines
 - In 2013 (first year of BDA): 261 scouted ventures, 78 scouted technologies, 81 coached ventures and 8 coached technologies
- Investor involvement:
 - Series of Investors' Dinners for matching startups and investors
 - Exemplary outcome: 1.6 M € investment in 4 SMEs



Example: Software Campus.



We're teaching ICT Experts to become ICT Leaders.



Creating an IT-Leadership program for the CTOs of tomorrow.



Project goals

Creation of an IT-Leadership program for IT students and PhDs that allows them to become the next generation of IT leaders.

Build-up of executive training program, mentorship program, support for IT-projects behind thesis and creation of alumni network.

Our contributions

- Partnering
- Concept & Process Development
- Marketing strategy development
- Marketing, Communication & Promotion
- Design & Layout
- Tool Support



Project outcome

- 159 excellent IT-students selected since the launch in 2010
- Successful matching of students and industry partners
- New concepts and methods for educating students on their way to future management leadership

More information

<http://www.softwarecampus.de>



Partners



Get in touch!



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