



AAL2Business (II edition) -Informative session for potential offerors-

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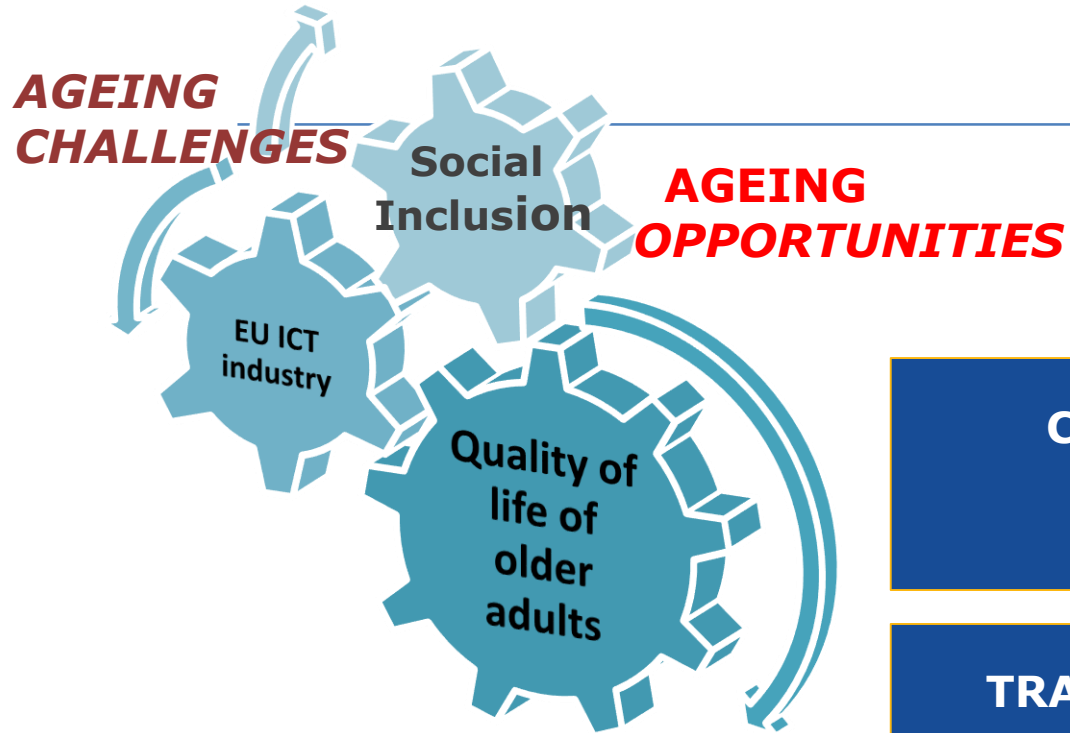
- The AAL Programme – an overview
- AAL2Business - presentation
- The previous edition (2014-2017)
- The next edition (2017-2020) – expected outcomes
- Questions and answers



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What is the AAL Programme



European initiative to fund projects proposing solutions based on **ICT** to improve the quality of life of **older adults**

COFUNDING ACTIVITY

- Applied research
- Innovation closer to market

TRANSNATIONAL PROJECTS

- > 3 countries involved
- Business / SMEs / Users / R&D

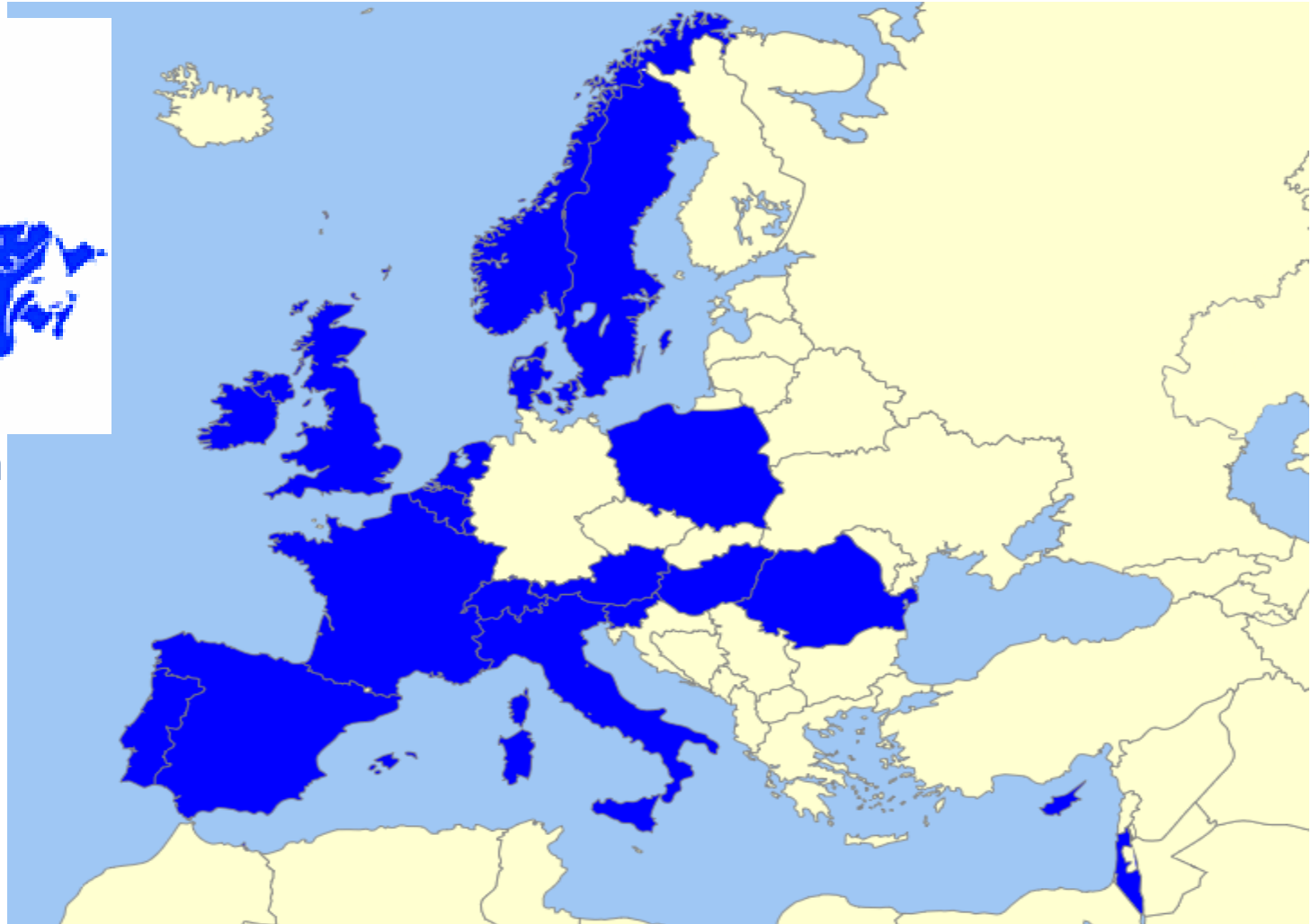
USER DRIVEN

- Innovation paradigms
- Conception / Testing / Business

AAL Partner States as of 2016



Canada





The AAL Programme

AAL Programme

- 9 Call for proposals published (different topics and challenges)
- 207 projects funded (about 60 up and running)
- 60 expected to be funded in the next 4 calls (2017, 2018, 2019, 2020)

AAL Projects

- Advanced TRL at proposal stage (5 to 9)
- Proposals evaluation carried out against the business model
- Projects assessed at mid term review also on the business modelling/commercialisation strategy
- Time to market: 2 years after the end of the project

Organisation type involved with AAL projects

	Call 1	Call 2	Call 3	Call 4	Call 5	Call 6	Call 2014	Call 2015	Average
UNI - University	16	33	14	24	33	23	2	16	20
SME - Small Medium Enterprise	65	96	79	92	109	76	92	54	82
RES - Research	55	49	34	22	27	21	20	20	31
LAE - Large Enterprise	13	19	17	18	18	14	11	13	15
OTH - other	16	4	3	2	1	1	6	2	4
USR - End User	16	36	22	30	47	28	25	23	28
Total	181	237	169	188	235	163	156	128	182



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AAL2Business

The AAL2BUSINESS is an action of support that helps companies in their business development and commercialization challenges related to solutions developed under AAL projects.

It is a specific support provided for free to the AAL participants in their business modelling as well as in the commercialisation strategies and activities related to the solutions developed in the framework of the funded AAL projects.

The Support Action is acknowledge as being very helpful by the project participants having participated in some o of the services offered by AAI2b.

Yet (a part from some specific cases), the commercialisation of solutions developed in the framework of AAL projects (Also) through the AAI2Business Support Action is still not fully demonstrated.



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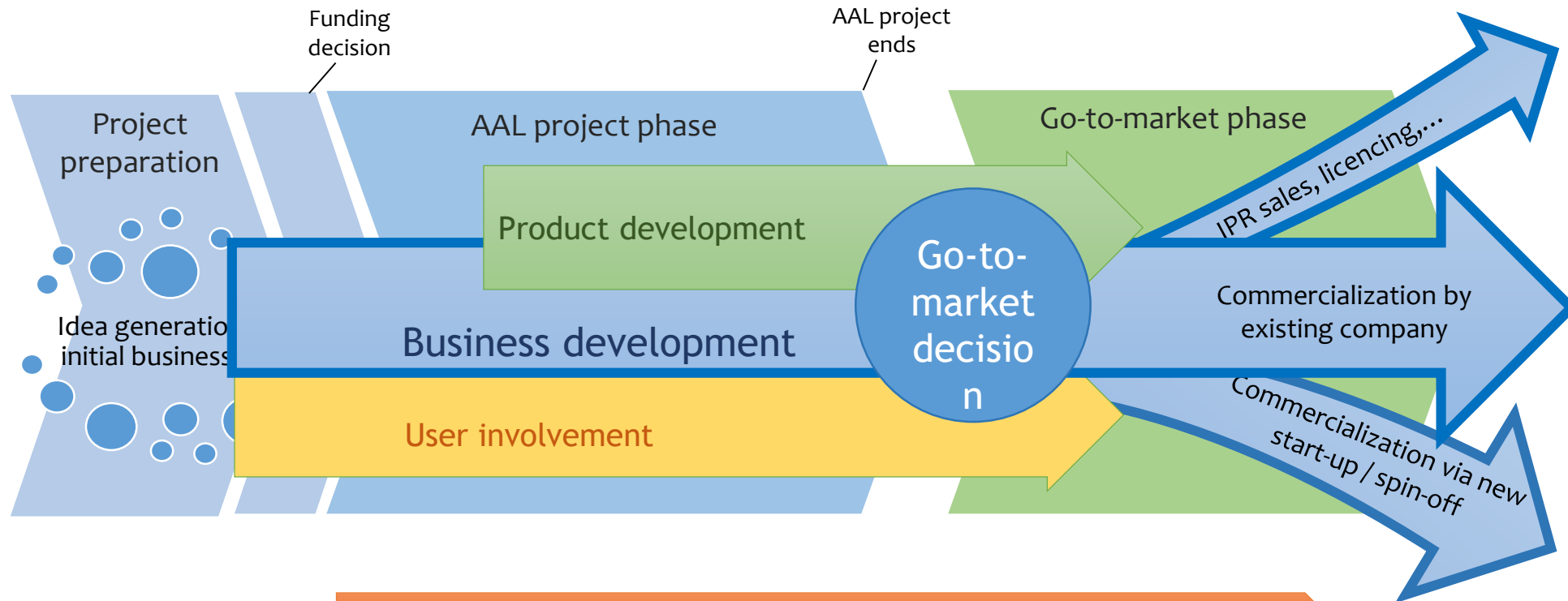
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AAL2Business (2014-2017)

- **Business support action for AAL projects and companies funded by the AAL programme**
- **2014-2016 (extended to May 2017)**
- **Broad service offering:** Several services offered which target different areas and phases of development
- **Price of the services:** Offered services are provided for free to AAL funded projects
- Implemented by a consortium composed by **VTT (FI), North Health Group (FI), HiMsa (BE)**

AAL2Business (2014-2017)



1. Consortium building workshops

2. Business coaching

3. Methodology workshops

4. 'Access to finance' -services

5. Deployment of AAL solutions events

AAL2Business (2014-2017)

Activity		Goal/focus	Primary target group	Implemented (throughout the 3.5years)
annually	1. Consortium building workshop	To provide help for building new consortium	Organisations planning to apply funding from new AAL calls	4
biannually	2. Methodology workshops	To help all project participants to learn and leverage business development methodologies	Ongoing AAL JP projects (early phase) Persons interested in learning new business development methods	7
On demand Coaching	3. Business coaching	To give hands-on support for the projects for their specific business development needs	<ul style="list-style-type: none"> Ongoing and finished AAL JP projects Individual organisation(s) within projects 	55
	4a. Access to finance coaching	To give hands-on support for project on how to access finance	<ul style="list-style-type: none"> Start-ups from AAL projects or organisations within projects Ongoing and finished projects 	12
	4b. Other access to finance services	Support companies in participation to the investor events to get private investments	<ul style="list-style-type: none"> Companies in late phase of the project or finished project 	different
annually	5. Deployment of AAL solutions event	Yearly networking and match-making event focusing on deployment of AAL solutions	<ul style="list-style-type: none"> AAL projects seeking for deployers for their solutions Stakeholders interested in the deployment of AAL solutions 	4



AAL2Business (2014-2017)

First (preliminary) results:

- *Whole consortium is thought to be the team for commercialization*
- *Team is too big (lot's of wannabees, **no real passion**)*
- *Team lacks clear **leadership and vision (from commercial perspective)***
- *'Outsourcing BD and commercialization activities to people who **don't have stake in the game** and/or how **don't have competence***
 - *Consultants*
 - *Company leading business WP who doesn't have own interest in commercialization*



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AAL2Business (2017-2020)

A part from some specific cases the commercialisation of solutions developed in the framework of AAL projects also through the AAL2Business Support Action (edition 2014 – 2020) is still not fully demonstrated.

The aim of this tendering (hereafter referred to as the “Support Action”) is to support such commercialization through the provision of a set of services 2 like, for example;

- coaching and training sessions on business modelling;
- coaching and training sessions for more advanced/finished AAL projects close to the market;
- workshops on trends in the AAL market and deployment of AAL solutions;
- organization and participation in international events;
- liaising with other initiatives;
- better linking the European AAL community/investment possibilities with the national ones;
- other.

The list above is not exhaustive, the tenderers being free to propose innovative services for the aim of the Support Action on the basis of the expected outcomes mentioned below.



AAL2Business (2017-2020)

- 36 M Action (go-no-go decision at the end of every year)
- A yearly budget of up to 276.860 € per year (excluding VAT) is available for this 3 year Support Action
- A “reserved budget” (of 20.000€ per year) for ad hoc events/services should be considered by the tenderers in their financial offer. Such “reserved budget” would allow the Funding Agencies participating in the Programmes to request for specific/national/cross national AAL2Business services



AAL2Business (2017-2020)

General Outcomes

1. Generating good AAL projects consortia with sound business strategy, taking in consideration the role of end users also in the business model;
2. Strengthening the business development knowledge of the AAL funded projects' consortia, thus switching the mindset from "project mode" to "business mode" in the AAL funded projects' community;
3. Strengthening the end users' role especially in projects' business modelling and commercial exploitation activities;
4. Increasing the commercialization success of the solutions developed in the framework of AAL funded projects and maximizing their commercial exploitation;
5. Linking the national/regional AAL ecosystems/networks of relevant stakeholders and relevant business support actors with the European ones through the creation of "national antennas" acting as direct contact points in the respective AAL participating countries;
6. Setting up a continuous collaboration with AAL-related initiatives, projects, actors and stakeholders currently not involved by the AAL Programme and guiding AAL funded projects in already available instruments (like EEN, Instrument for SMEs, EIB loans, KIC health, EIP AHA, MYBL, other...).



AAL2Business (2017-2020)

Specific Outcomes

1. Instructing potential AAL consortia on how to build a successful consortium in terms of business exploitation and end users involvement;
2. Increasing the commercialization strategy of AAL funded projects in all phases and ensuring they have a proper commercialization thinking from the start;
3. Providing AAL funded projects with tailored and customized support (ex.: mentoring, coaching, training. ...) on strengthening their business model and market access strategy during the project – such support could be “on demand” by single projects;
4. Selecting most promising AAL funded projects and supporting them towards market entry;
5. Providing the AAL funded project community with a tool (online helpdesk) to be contacted in the event of “spot questions” on business modelling and commercialization;
6. Opening up and networking with non AAL funded projects (see General Objective 6);
7. Providing an efficient and reliable evaluation methodology to assess each of the proposed activities and the final service once these have taken place;
8. Ensuring that the management, communication and dissemination aspects of the Support Action are properly implemented.

AAL2Business (2017-2020)

Step of the procedure	<u>Provisional Dates</u>
Publication of tender	02/05/2017
Deadline submission of questions	16/05/2017
Information day for potential tenderers (in Brussels)	30/05/2017
Deadline submission of offers	27/06/2017
Award decision and notification to tenderers	27/07/2017
Beginning of the implementation	04/09/2017
Delivery date for draft inception report	10/09/2017
Kick-off meeting	15/09/2017 (<i>indicative</i>)
Yearly Meeting	15/09/2018 (<i>indicative and tbc</i>)
Yearly meeting	15/09/2019 (<i>indicative and tbc</i>)
Yearly meeting	15/09/2020 (<i>indicative and tbc</i>)
Delivery date for final report	01/08/2020 (<i>indicative and tbc</i>)



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Thank you for your attention!

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