Results to market
Business Development
Bjorn Hovstadius Future Cloud
From research to business
From research to business

BDA

THE CHASM

The Early Market

Technology Enthusiasts

Visionaries

The Mainstream Market

Pragmatists

Conservatives

Skeptics
EIT ICT Labs Business Strategy

**Sourcing**
*by Idea Challenges*

- EIT ICT Labs Partner network
  - Large industrial
  - Academia
  - Research institutes
  - Eco-Systems around the Nodes

- VC Communities
- Education
  - Master School
  - Professional School
  ...

- Talent Identification

**Supporting**
*by the Business Development Accelerator and Access-to-Finance*

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

- Sourcing
  - Supporting
  - Successes

- European Growth Success Stories

- People

**EIT ICT Labs Business Strategy**

- AllYours

- Partner network
  - Large industrial
  - Academia
  - Research institutes

- Eco-Systems around the Nodes

- Start-up’s/SME’s

- Investments

- People

- Specialist

- Business Ideation
There is no other organization in Europe that is able to match in terms of Coverage: local ecosystems in 9 European Nodes EIF partnership and VC eco-system Speed: from opportunity spotting to execution in weeks Depth: top expertise through our partners and Action Lines Quality: seniority of the team in business development
BDA added value to the ecosystem

- Strategic coaching
- European reach
- Industrial partner network
  - Access to customers
- Training
  - Business modeling
  - Pitch training
  - Marketing master classes
- Access to finance
  - People in each node with VC contacts
  - Cooperation with EIF
- Soft landing and CLC support