



Project Results

ACCELERATE

A go-to-market acceleration platform for ICT

EXECUTIVE SUMMARY

The ITEA 2 project ACCELERATE set out to shorten the innovation cycle and time-to-market, and to increase the number of new products or solutions as well as the number of ideas that are accelerated and/or created. The project has created a lot of visibility for this highly relevant topic and has had significant transformational impact on several of the companies (e.g. new spin-offs, products and business models, culture changes).

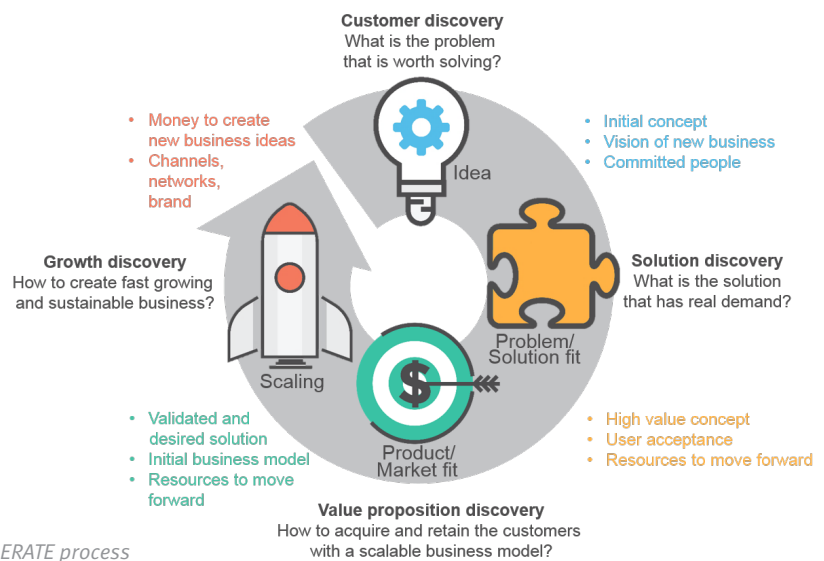
PROJECT ORIGINS

Innovation is much more than creating technology; it must 'go to market'. Many companies need new ways to rapidly validate the match between the market and their innovative ICT-intensive technology. ACCELERATE took up the challenge of enabling the mass adoption of acceleration knowhow by European technology companies by focusing on two goals: the transfer of knowledge on a massive scale and the introduction of a new type of product development, the so-called validated learning process that systematically searches for the technology-market match by validating the mechanics of a business model.

TECHNOLOGY APPLIED

The aim was to create services based on technological innovation, advanced processes and new software technologies, so a four-phase methodology was adopted and used by the companies in the consortium: from idea to problem/solution fit through product/market fit to scalability. This approach featured the development of acceleration methodologies and performance indicators for ICT, defining the industrial case studies to determine the current state of practice, extract and validate methods and gather experiences. Other developments included tools and dashboards, such as a customer portal for accelerated customer service and increased satisfaction through

ACCELERATE process



a more automated service, along with transparent information sharing and dashboards as a tool to accelerate cultural change. Furthermore, an innovation canvas, a dashboard, tool and service to accelerate the sales process, a mobile app for collaboration and a tool concept to accelerate the go-to-market process were developed. The industrial acceleration use cases and pilots pointed the way to future research needs for acceleration technologies and communities.

Out of all this emerged an ACCELERATE platform that eases and facilitates interactions between start-ups and investors for business and product ideas or just an idea that can

become marketable. The platform was built on Drupal 7 CMS, an enterprise-level open source solution for anything that implies content, user profiles, user roles and access permissions. Start-ups can communicate on the platform using the forums and with other users using the Private Messaging System. They can also access all the information sections of the platform and contribute to the library of resources by adding/publishing tools, methodologies, KPIs, success stories and lessons learnt. Most importantly, they have the possibility to add/edit/remove ideas. Investors can also use these features but for private ideas they must request access from the idea owner in order to view its details.

MAKING THE DIFFERENCE

The results of ACCELERATE are already visible in the impact they are already having on the project's partners. For example, BEIA is able to scale innovative business faster and enlarge their businesses with the two spin-offs that were set up. Lappeenranta University of Technology has integrated the ACCELERATE results to the curricula on Strategic Entrepreneurship and Open Innovation, and is like VTT networking in new directions, preparing new research projects and developing new knowledge to sell future customer projects. Mondragon University has integrated an Entrepreneurship itinerary in the Engineering Bachelor's and Master's degrees to improve the transfer of research results to companies and to boost entrepreneurship among students. Sivsá accelerated their software analysis and development process, which enables in future faster market entrance of their innovative IT products. Sirris builds further on the acceleration framework it developed in ACCELERATE to boost the adoption of acceleration knowledge in Belgium. Another consortium member, AAC Global, has benefitted in being able to truly 'go global' and serve customers efficiently regardless of location while automation enabled in AAC internal processes creates possibilities to accelerate the turnaround time of its services, with the expected impact

of growth. Aptual, created a new spin-off, Johku, on the basis of the methodologies learnt in the project and Bittium's share of business ideas has risen from some 25% to 35%, with a total of 180 ideas handled, and the potential impact of the ACCELERATE project within three years amounts to revenues of several million euros. And the potential of more to come. Zenjoy has enjoyed revenue growth of 33% due to the ACCELERATE results. But the impact is not just financial – more and better qualified employees, better clients, more professional R&D, new products and services as well as a quicker go-to-market process are among the other impactful effects of the project on Zenjoy.

The ACCELERATE partners are now digital transition experts with a huge amount of industrial experience on the topic. To share their knowledge, some of them participated in the first ITEA Digital transformation Masterclass set-up with VINNOVA in October 2016 in Stockholm, targeting managers from Swedish Industry confronted with the digital transition of their organisation, and willing to learn how the digital approach can be an opportunity to transform their organisation to be closer to their customers. So the impact continues to spread!

MAJOR PROJECT OUTCOMES

Dissemination

- 43 publications (e.g. IEEE Software, Journal of the Knowledge Economy, Technology Innovation Management Review)
- 70 presentations at conferences/fairs (e.g. World Usability Event, China ITTC2015, Growth Hacking Meetup, IEEE BlackSeaCom)
- 43 Slideshare-sets on project results

Exploitation (so far)

- **Innovated and accelerated ideas:**
 - More than 1000 ideas accelerated
 - 89 new products/solutions accelerated and/or created
 - Shortened innovation cycle and time to market, e.g. : F-Secure: 10 x faster and Bittium: 50% faster (24 --> 12 weeks)
 - More than 53.000 external views and downloads of the acceleration material
- **New services:**
 - Matchmaking platform for incubators and start-ups
 - Customer portal for for accelerated and more automated customer service

Spin-offs

- 3 spin-offs: Johku, BEIA Telemetrie SRL, BEIA Cercetare SRL

ITEA is a transnational and industry-driven R&D&I programme in the domain of software innovation. ITEA is a EUREKA Cluster programme, enabling a global and knowledgeable community of large industry, SMEs, start-ups, academia and customer organisations, to collaborate in funded projects that turn innovative ideas into new businesses, jobs, economic growth and benefits for society.

ACCELERATE

12014

Partners

Belgium

CogniStreamer

CommScope Connectivity Belgium

SIRRIIS

Zenjoy

Finland

AAC Global

Aptual

Bittium Wireless

F-Secure

Inno-W

Lappeenranta University of Technology

VTT Technical Research Centre of Finland

France

Tobagos

VIFIB

Romania

BEIA Consult International

Siveco Romania

Spain

SIVSA SOLUCIONES INFORMATICAS

University of Mondragón

Project start

September 2013

Project end

November 2016

Project leader

Päivi Järing,

VTT Technical Research Centre of

Finland

Project email

paivi.jaring@vtt.fi

Project website

<http://www.accelerateproject.eu/>