



Rijksdienst voor Ondernemend  
Nederland

Software innovation is  
an integral and  
essential part of our  
daily lives

June 24, 2025  
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High Tech Campus Eindhoven

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# Artificial Intelligence awarded two Nobel Prizes for innovations that will shape the future of medicine



Li, B., Gilbert, S. Artificial Intelligence awarded two Nobel Prizes for innovations that will shape the future of medicine. *npj Digit. Med.* **7**, 336 (2024).

<https://doi.org/10.1038/s41746-024-01345-9>

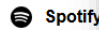
# Kan Europa ethische én winstgevende AI-oplossingen ontwikkelen?

De Technoloog • 13 mrt • 1 uur 2 minuten



## AI-drones zijn nu al sneller dan de mens

De Technoloog • 12 jun • 1 uur 2 minuten



Over de

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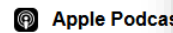
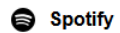
wordt

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## AI in de gezondheidszorg: doorbraak of overgewaardeerd

De Technoloog • 13 feb • Aflevering 4

Of luister de podcast via:



### Over de aflevering

De gezondheidszorg staat op e

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AI wordt al ingezet bij diagnost

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Een belangrijke uitdaging is de

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Hoewel deze regels vaak als ee



### AI in de zorg

Afl. 20 • Do 7 nov • 31m •

De druk op de zorg groeit. Een rapport van de WRR stelt zelfs dat in 2040 een op de vier mensen in de zorg moet werken om de oplopende werklust aan te kunnen. Kan Kunstmatige Intelligentie (AI) een uitkomst bieden? Petra Grijzen onderzoekt het potentieel van AI in het ziekenhuis. Wat gebeurt er nu al? En wat kunnen we verwachten?

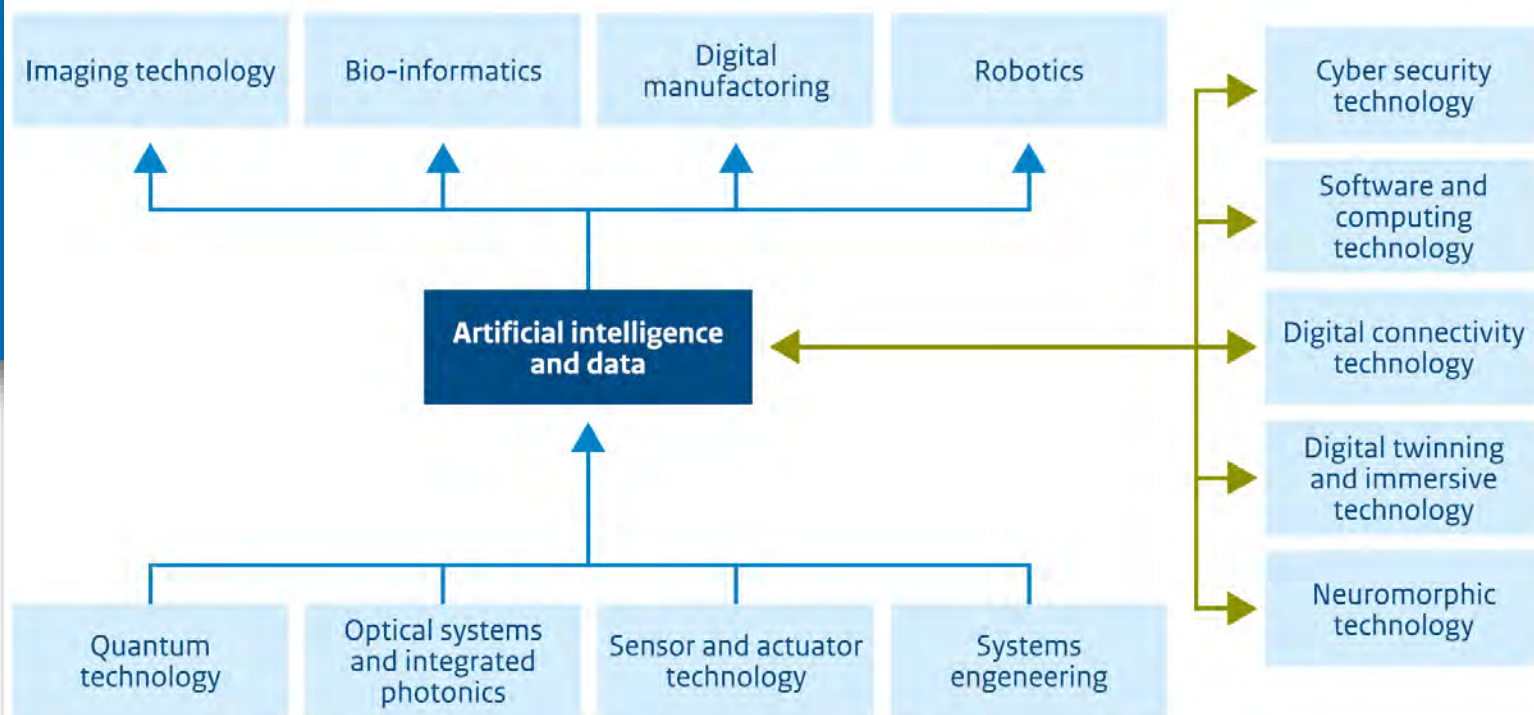


# National Technology Strategy

## The ten priorities

- Optical systems and integrated photonics
- Quantum technologies
- Process technology, including process intensification
- Biomolecular and cell technologies
- Imaging technologies
- Mechatronics and optomechatronics
- Artificial intelligence and data science
- Energy materials
- Semiconductor technologies
- Cybersecurity technologies

## Related key technologies







# Supporting software and systems innovation across Europe and beyond

## INTERNATIONAL COLLABORATION



37 countries

## FOR INNOVATIVE ORGANISATIONS

144 project  
70 led by Dutch companies  
>200 unique partners of which 60% SME

## STIMULATES INNOVATION

TRL 4

TRL 6-7

## HIGH SUCCESS RATE



## FLEXIBLE AND BOTTOM-UP





# Rewards for companies

- 1 Increase average turnover
- 2 Share R&D costs
- 3 Establish long-term international R&D and innovation relationships
- 4 Gain quicker access to new and international markets
- 5 Receive on-going and personalised support from experts covering the whole value chain
- 6 Scale up, increase your competitiveness, attract investors and form new startup



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# Funding opportunities

Developing innovative  
eco-systems



# A typical Dutch ITEA consortium is ...



01  
~5  
participants



02  
2-4  
countries



03  
maximum duration  
36 months



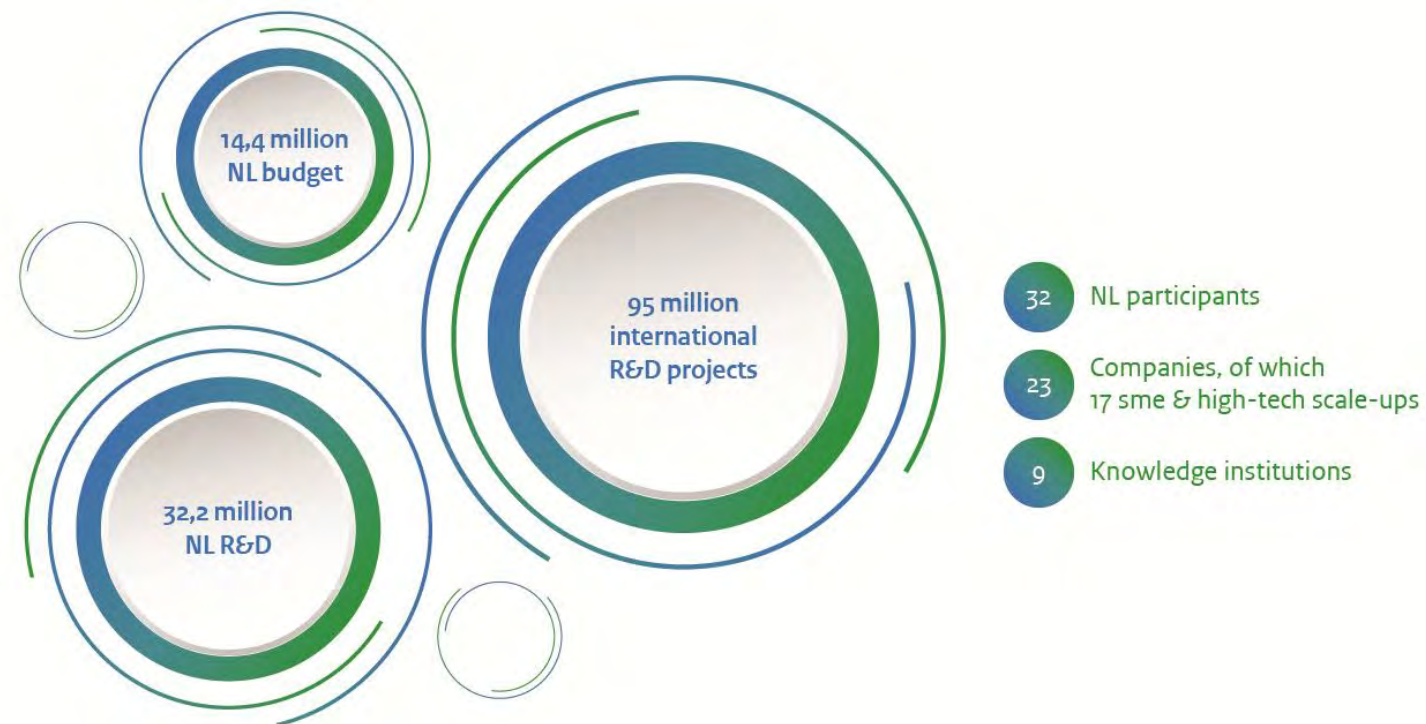
04  
average project cost  
€5.4 million

... innovative and market driven





# Collaborative innovation is a great multiplier



ITEA call 2023



# Fostering software innovation in the Netherlands

## FUNDING OUTLOOK

- › SMEs, large companies and RTOs/academia are eligible for funding
- › At least one Dutch company (must be national coordinator)
- › **Budget limit per call: € 10 mio (Max € 4 mio per consortium)**
- › Balanced distribution of project costs across countries (<70% in one country)
- › Funding criteria: innovation, collaboration & impact

## SUBSIDY PERCENTAGES

activities	research	development
SME	45%	35%
Industry	35%	25%
Academia/RTO	50%	25%

- › Only [R&D related costs](#) can be funded
- › More information: [Information Technology for European Advancement \(ITEA4\) \(rvo.nl\)](#)



# Market driven

## HOLLAND HIGH TECH INNOVATION THAT WORKS

- › The Eureka Clusters are strategically important aspect of the innovation contract of the Dutch government with the top sector High Tech Systems and Materials (HTSM)
- › The objectives of the Dutch consortium fit within the innovation contract High Tech Systems & Materials and its subsequent roadmaps
- › Elaborate how your project aligns with the National Technology Strategy

## TOP SECTOR HTSM

Advanced Instrumentation >	Aeronautics >	Automotive >
Electronics >	Healthcare Technology >	High Tech Materials >
Lighting >	Nanotechnology >	Photonics >
Printing >	Security Technology >	Semiconductor Equipment >
Smart Industry >	Space >	Systems Engineering >

<https://hollandhightech.nl/en/innovation/technologies>





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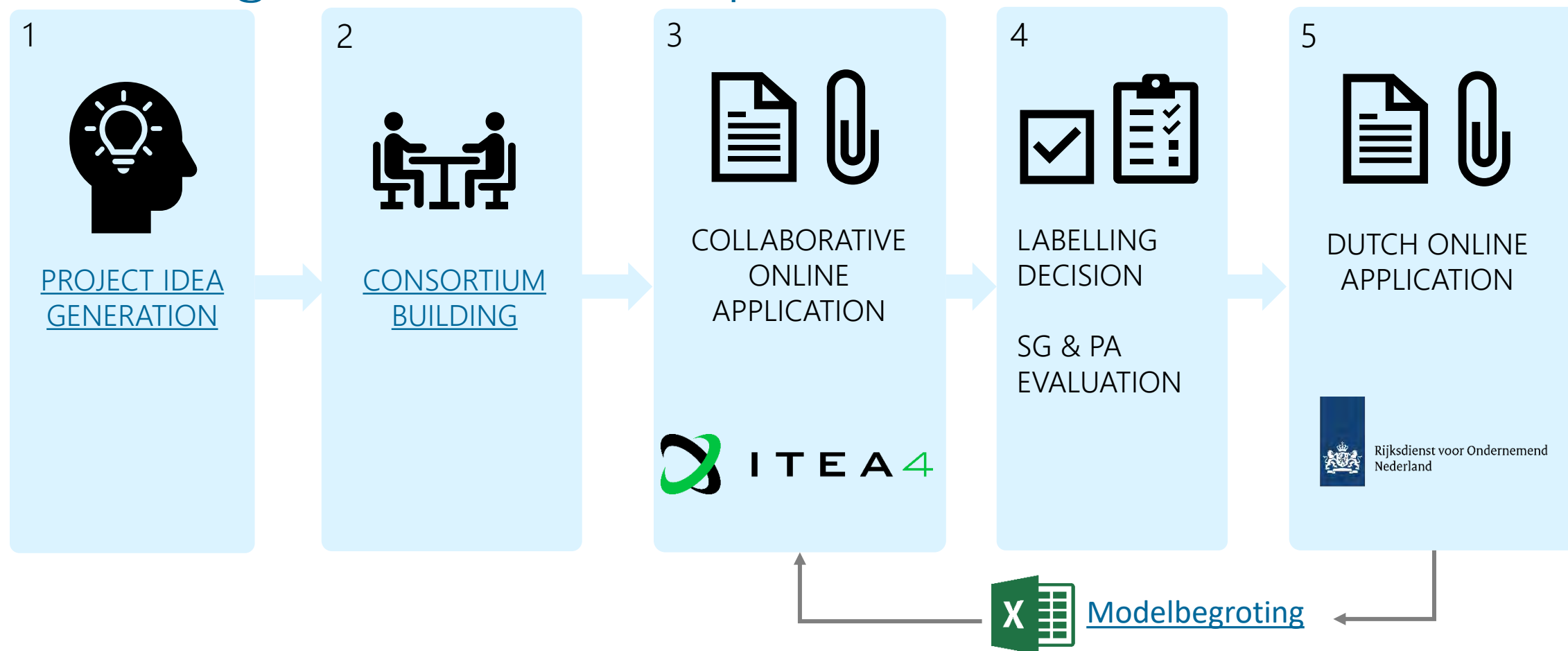
# How to apply?





## ITEA Call 2025 timeline

# Turning ideas into impactful results





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# Factors for success

How to write a successful  
application?



# Key Performance Indicators of a Successful Project



TECHNOLOGICAL  
INNOVATION



INTERNATIONAL  
COLLABORATION



IMPACT



# Selection criteria

## BEYOND THE STATE-OF-THE-ART

- › Are the general problem, solutions and challenges to be addressed clearly described?
- › Have a clear risk mitigation strategy (probability, impact, mitigation plan)
- › Does the proposal document how the project relates to and/or builds on the results of, and differentiates from, other (completed or running) cooperative projects?

## INTERNATIONAL COLLABORATION

- › Very concrete project plan (objectives, tasks, milestones, deliverables, go-no go)
- › Right mix between R&D competence and business power
- › Is the added value of each partner's contribution described and convincing?
- › Is the added value of the cooperation of the different partners clearly explained?
- › Does this consortium help the partners to achieve their goals (business and technological)?

## SOCIAL & ECONOMIC IMPACT

- › Does the proposed solution have a clear social & business impact?
- › Do the current partners have sufficient competences and access to the market to bring the solution successful to the market?
- › Are the market opportunities, future potential products or services clearly documented for each partner and described in terms of expected outputs (what will be delivered) and quantified objectives (how well will the results perform)?





# Final tips & tricks

1. Focus your proposal!
2. **Be selective with the partners you'd like to collaborate with**
3. Have a very clear idea about the rationale of the project
4. Make sure that every partner contributes to the writing process
5. Make use of tables, figures, bullet points to visualize and highlight the value chain, objectives, milestones and important project results
6. Effort and contribution to deliverables and work packages should be in balance
7. The text of the proposal should be clear and easy to understand



# Why participate



## COLLABORATE

Collaborate with leading partners along the software innovation value chain



## INTERNATIONAL

Engage with companies and potential partners from all over Europe and beyond



## FLEXIBLE

Have the flexibility to modify your project as it progresses to adapt to changing market conditions



## IMPACT

Boost competitiveness, accelerate growth and shorten time-to-market

# CONTACT



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