

ITEA PO Days 2024

Welcome to the
country information webinar
of The Netherlands

29 August 2024



Rijksdienst voor Ondernemend
Nederland

ITEA call 2024 funding outlook of The Netherlands

HOW TO WRITE A SUCCESSFUL
PROJECT PROPOSAL?

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ONLINE

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Why ITEA?

INTERNATIONAL COLLABORATION



37 countries

FOR INNOVATIVE ORGANISATIONS

138 project
66 led by Dutch companies
>200 unique partners of which 60% SME

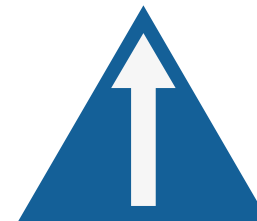
STIMULATES INNOVATION



HIGH SUCCESS RATE

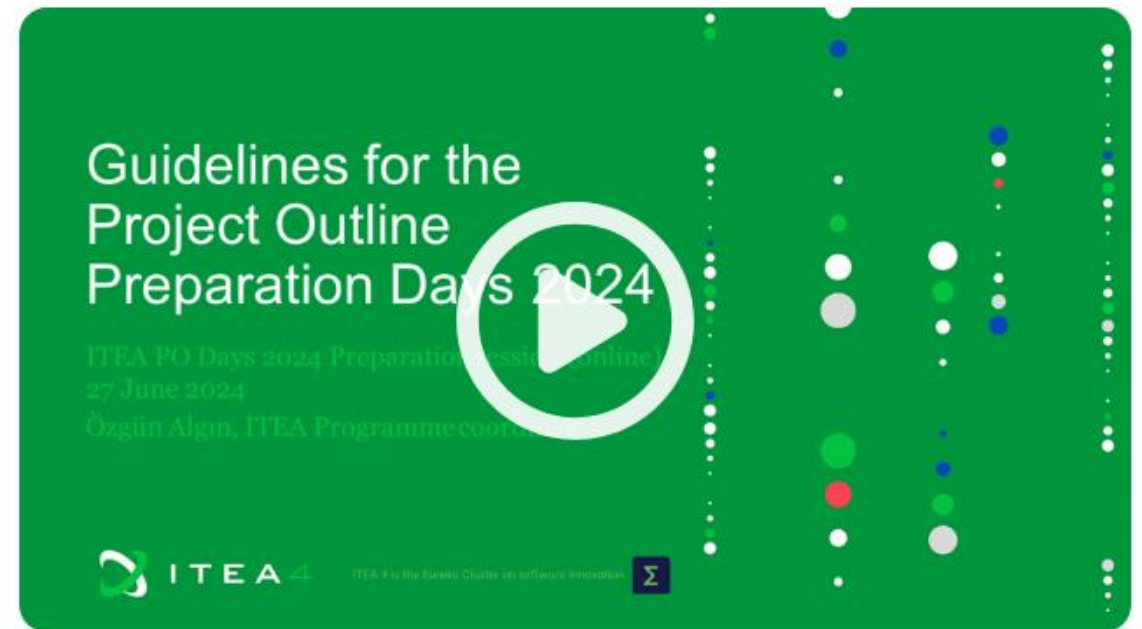


FLEXIBLE & BOTTOM-UP





ITEA provides excellent support & guidelines to use community and online application tool





A typical Dutch ITEA consortium is ...



2-10
participants



2-4
countries



maximum duration
36 months



average project cost
€5.4 million

... innovative and market driven



PS-CRIMSON

Public Safety and Crisis Management Service Orchestration

Nowadays, cities are digitalising more and more services, like data gathering for mobility, safety and communication with citizens. This data is required to be able to govern an increasingly complex and dynamic city. However, authorities still need to tackle information fragmentation caused by separated data per department and a lack of common platforms and toolsets. The ITEA project PS-CRIMSON, a collaboration between six academic and industrial partners from the Netherlands and Canada, developed a unique 3D smart digital model that combines all of the gathered data on one common platform. With this platform, public safety and disaster management can be improved, as pilot projects in Eindhoven and Vancouver have shown.

SMART CITY



“The PS-CRIMSON project showcased enhanced value streams and created new products that don't exist in the emergency management realm. These value streams provide enhanced visualisation above and below ground, demonstrating impacts to our built environment. This allows emergency managers to derive detailed information at the building level, supporting response efforts.”

– Kristopher Hayne,
Emergency Management Analyst,
Vancouver Emergency Management
Agency



Atos Nederland B.V.
The Netherlands

Cyclomedia Technology
The Netherlands

Eindhoven University of
Technology
The Netherlands



Sorama B.V.
The Netherlands

ViNotion BV
The Netherlands

Signify BV
The Netherlands



MOS2S & STARLIT

Aiming for the first-time-right treatment for cancer patients

CLEAR RATIONALE

- > The global incidence rate of cancer is expected to grow by 70% over the next two decades.
- > Radiation Therapy (RT) treatment currently recommended for 52% of new patients.
- > Although radiation oncology has caused a drop in mortality for several cancers, the need remains to reduce side effects such as incontinence or dysphagia.

Impact highlights

- > As a result of the STARLIT project, the number of radiotherapy treatments needed for cancer patients will be reduced and so too will the related burden.
- > A cancer patient can also benefit from a risk reduction of side effects as less tissue is damaged. This improves overall safety of the treatment and reduces recovery time.
- > The projected annual top-line revenues for the consortium are over USD 650 million after 2020.
- > Before the project, low-latency motion detection for tracking was clinically impracticable or suffered delays of over 500 ms, whereas STARLIT has created a prototype with delays of just 200 ms.
- > High-resolution imaging has also seen an enormous boost thanks to STARLIT: an echo time reduction from over 100 ms to 70 ms, a 20-30% increase in signal-to-noise ratio (this ratio compares the level of a desired signal to the level of background noise) and a decrease in distortion from more than 10 mm to less than 1 mm.
- > Elekta has already received over 80 orders in more than 25 countries.
- > Philips had sold roughly 10,000 Compressed SENSE software licences by Q4 2022, which have been used in nearly 25 million examinations.
- > Thanks to participation in STARLIT, Tesla Dynamic Coils (TDC) was able to address a new market for flexible and wearable coils which increase the comfort for the patient, especially children. They are maturing the technology to TRL 8.
- > In addition to generating 19 full-time positions within the consortium, STARLIT has led to eight Master theses, one PhD thesis and four new courses at Utrecht University.



Outlook

- 1 Innovation beyond borders
- 2 ITEA – software innovation
- 3 Funding outlook
- 4 How to apply?
- 5 Selection criteria



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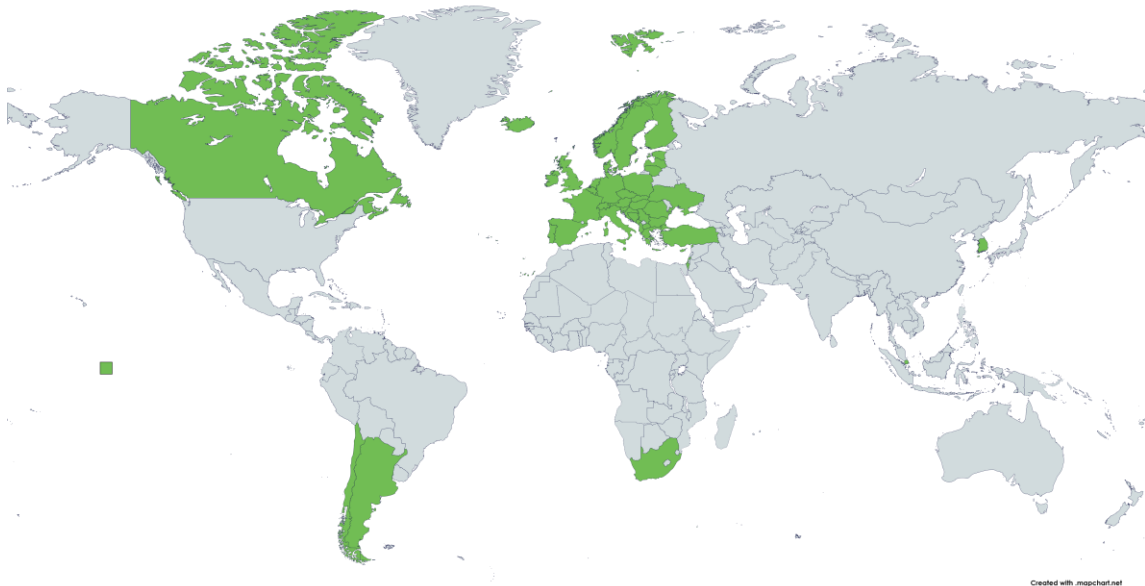
Innovation beyond borders

The EUREKA network



The Eureka network

**BIGGEST PUBLIC NETWORK FOR
INTERNATIONAL RD&I
COLLABORATION**



EUREKA CLUSTERS

- > Industry-driven thematic RD&I programmes supported by Public Authorities
- > Covering the full value chain to create innovative solutions
- > Helping SMEs to scale up in consortia with large industry
- > Open to global cooperation
- > Bottom-up
- > Market-oriented



ITEA key challenges & digital transition



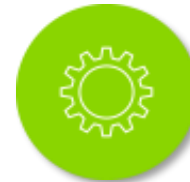
Smart city



Smart mobility



Smart communities



Smart industry



Smart health



Smart energy



Safety and security



Smart engineering

Visit the ITEA community website to learn more about the [living roadmap challenges](#)



ITEA governance and main players

ITEA BOARD MEMBERS



INDUSTRIAL PARTNERS



ITEA provides a large network of collaboration partners from large industries, SMEs, research institutes and universities.



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



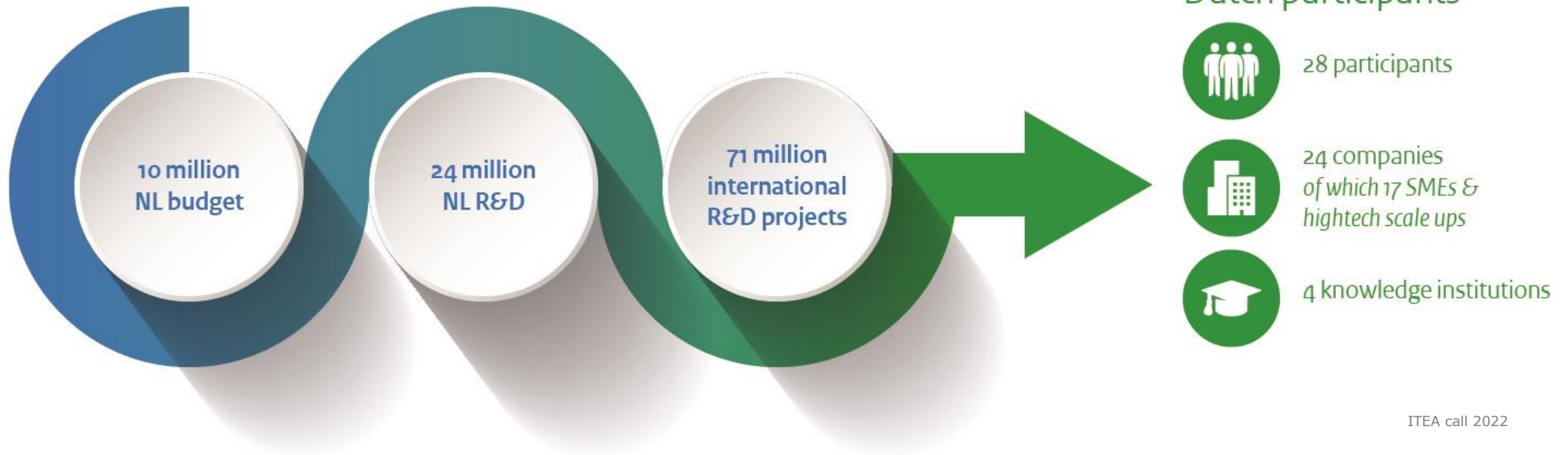
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Funding opportunities

Developing innovative
eco-systems



Collaborative innovation is a great multiplier





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

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>





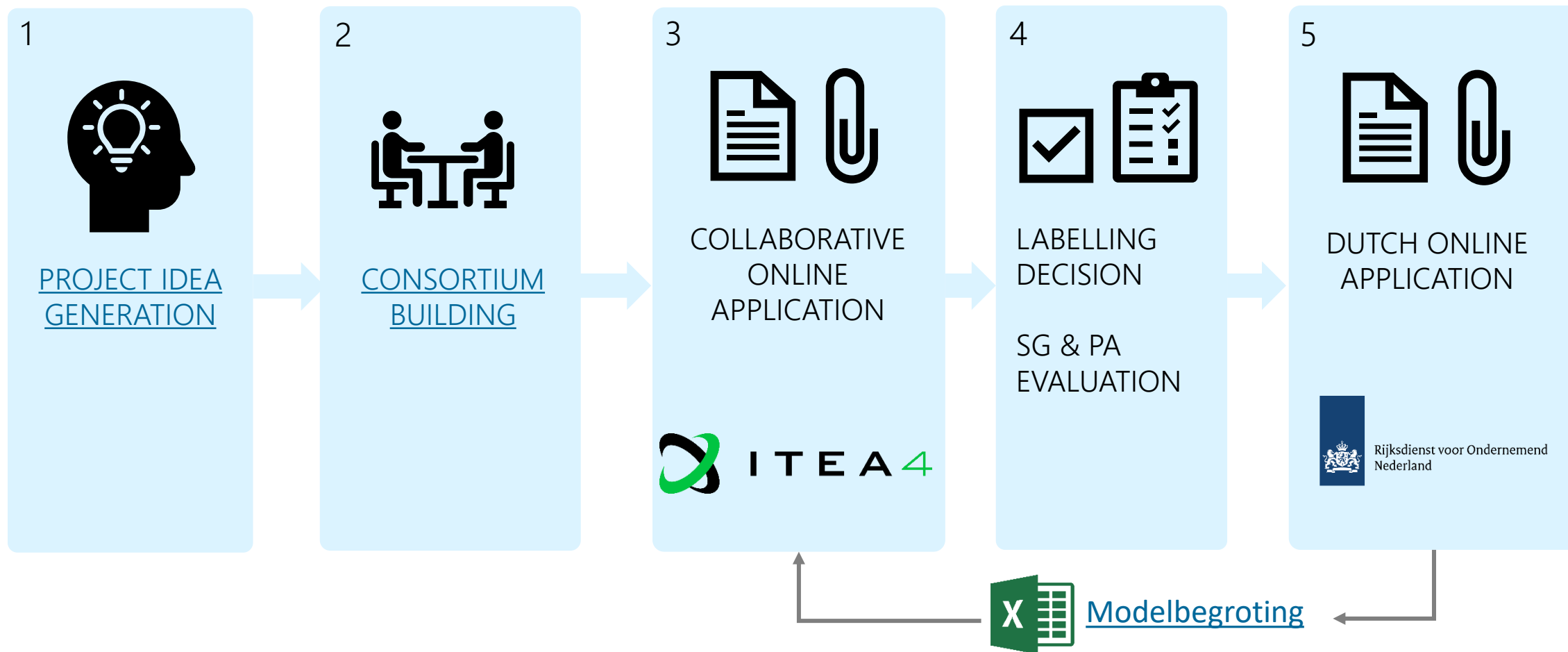
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How to apply?



ITEA Call 2024 timeline

Turning ideas into impactful results

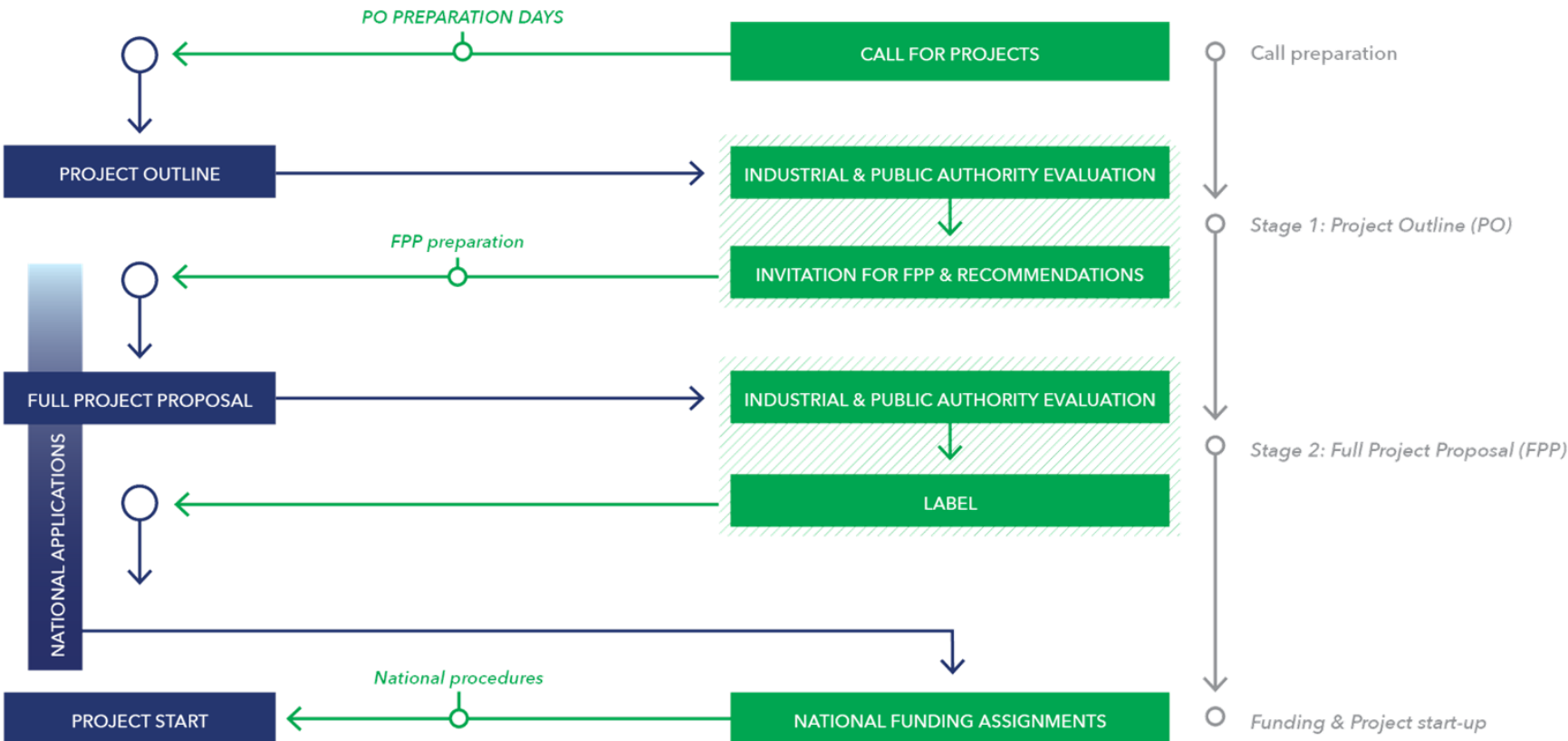




Collaborative online application

PROJECT CONSORTIA

ITEA & PUBLIC AUTHORITIES



IMPORTANT DATES

- > PO 11 NOVEMBER 2024
- > FPP 17 FEB 2025
- > NATIONAL APPLICATION 18 APRIL 2025



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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



Including Canada, South Korea, Israel, Singapore and others

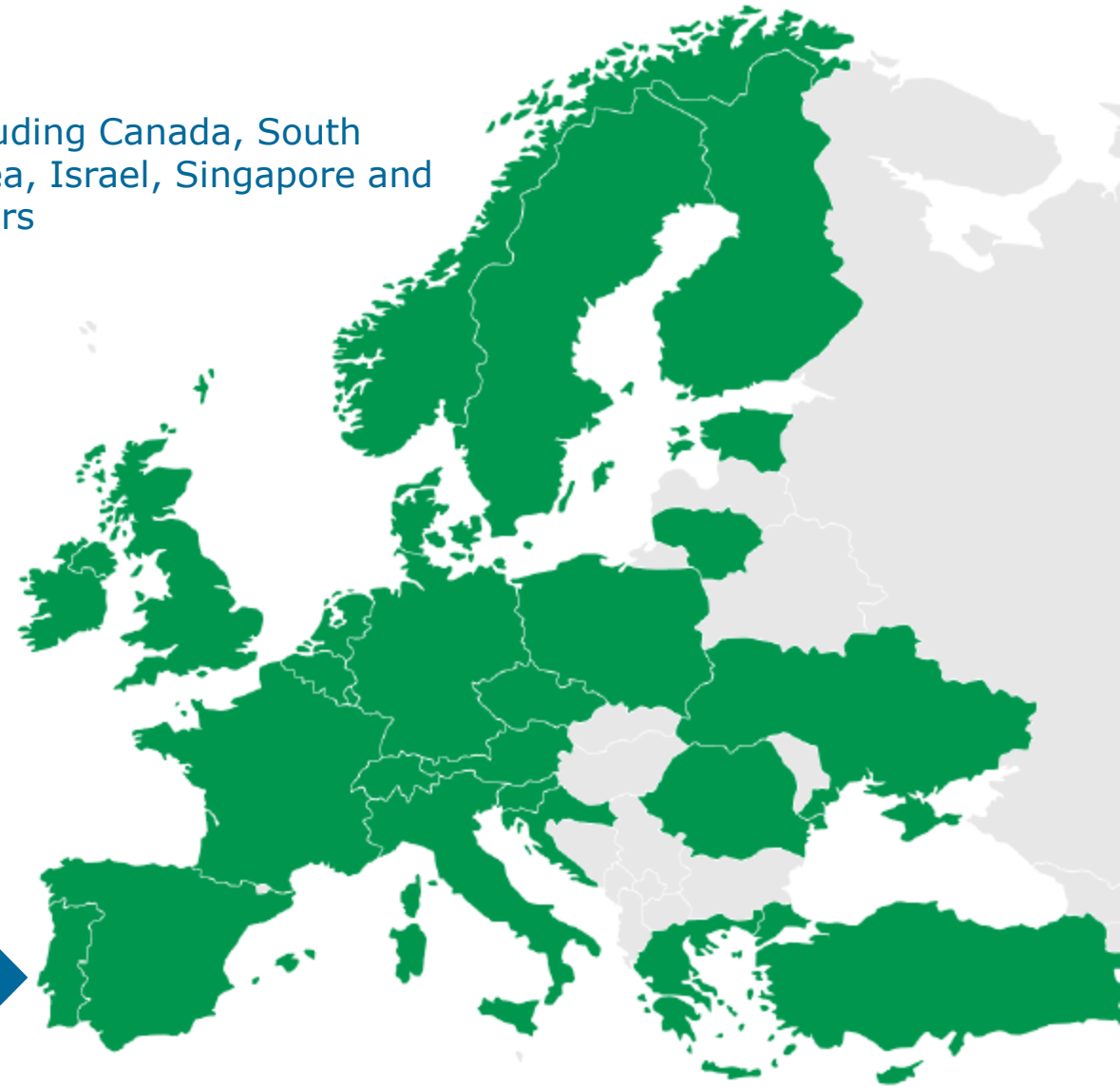
Why participate

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

COLLABORATE - Collaborate with leading partners along the software innovation value chain

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





How to proceed

CONSORTIUM BUILDING

- > Online ITEA Call 2024 Project idea [pitch session](#): 5 September
- > Project Outline Preparations Days event | ITEA Call 2024: 10 - 12 September
- > Join the online [ITEA community](#)

HOLLAND HIGH-TECH ROADMAPS

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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Nederland

CONTACT



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