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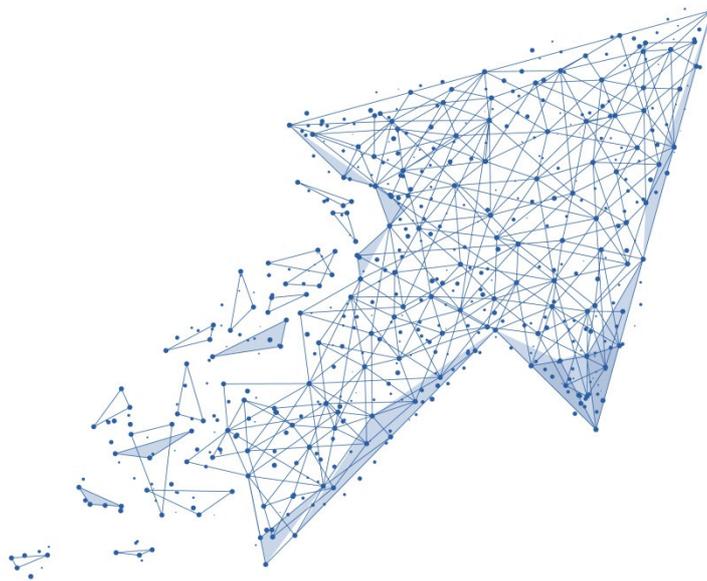
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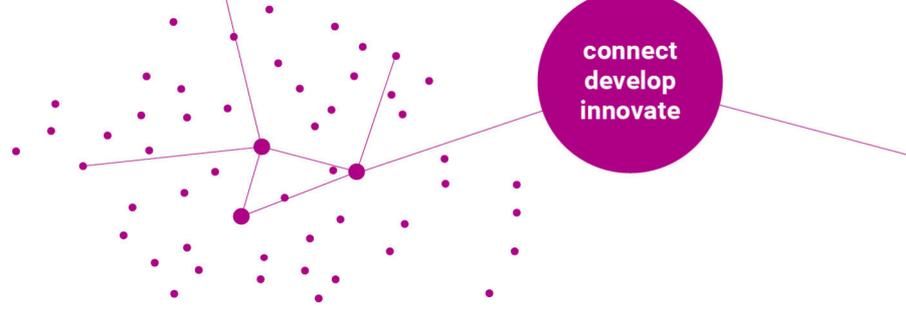


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HYPEREGIO - Innovation2Market

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Markets





I2M – Market-driven cooperation & innovation

Recent experiences within EMR INTERREG IVA have proven, that innovation is not only based on S2B-, but very often on B2B-driven relations. SMEs obtain a very specialised and unique know-how, so that the combination of the right, complementary business partners (B2B) is advised, leading to concrete market-oriented innovations.

Innovation2Market (I2M) supports “close-to-the-market” innovation via building a value chain across borders, which starts at open-minded, innovative SMEs and ends at marketable solutions for cross-border business partners:

- **Interdisciplinary application- and B2B-oriented euregional events and matchmakings:** Based on the individual opportunities of each HYPEREGIO project, partners developed an aligned cross-border event scheme. Within this event scheme B2B-matchmakings and Brokerage workshops were conceptual pillars for I2M EMR+.



- **Personal support for SMEs by BDS-managers**, connecting them with each other, with knowledge institutions and major enterprises. BDS-managers are real catalysts for enabling SMEs to cross-border cooperation! Close cooperation between all HYPEREGIO business contact managers was crucial for success and effectiveness in cross-border cooperation. In order to allow fruitful exchanges of companies’ needs and opportunities, regular exchange meetings between these managers were organised, often combined with visits of interesting research locations.
- **B2B voucher benefitting cross-border SME-based R&D consortia:** Vouchers as a stimulation tool for more cross-border cooperation were provided within I2M EMR+, as well as in EarlyTech (B2S vouchers). Both HYPEREGIO voucher schemes were open for companies and research institutions supported or being part of all three HYPEREGIO projects. Necessary exchanges and assessments of B2S- and B2B-voucher applications were arranged via ad hoc meetings of TT- and BDS-managers in order to speed-up decision- and voucher-provision procedures!

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PEOPLE & NETWORKS: I2M events

Two main event formats as a starting point for cooperation have been developed. Common goal was to inform and to bring together people from across borders: Different stages in the value chain, a broad variety of knowledge and complementary experiences.



[Get a look of the I2M events here \(YouTube\) >>](#)

B2B Matchmakings

This thematically focused event format (e.g. Energy Storage Systems, Artificial Intelligence) aims to create a first cross-border match between businesses (esp. SME's). Starting with two keynotes on special topics as a "warm-up", up to 10 companies have the opportunity to present themselves and their development needs or cooperation wishes in short pitches (7 minutes). Then the participants have the opportunity to engage in intensive, bilateral discussions (15 minutes each) with interesting pre-selected companies as part of the 1:1 match-making. Target is to get to know each other better and discover cross-border complementarities and cooperation opportunities.

In total eleven events with 441 participants (* Participation figures for two events were not available, when document was established) were organised all over the Greater EMR area.

Business2Business: Events



B2B Matchmaking

- **16.03.2018:** B2B „Quality Control & Inspection“, Hasselt (B)
- **17.04.2018:** B2B „Innov'ation Aerospace 4.0“, Lüttich (B)
- **15.05.2019:** B2B „Smart Living“, Aachen (D)
- **25.10.2018:** B2B „Data Transformation & Industry 4.0“, Aachen (D)
- **20.11.2018:** B2B „Hospital of the future – e-Health & wearables“, Eindhoven(NL)
- **30.11.2018:** B2B „Smart & Greener Mobility“, Beringen (B)
- **12.02.2019:** B2B „Plastics in MedTech & Life Sciences“, Aachen (D)
- **19.02.2019:** B2B „Digitalisation in Smart Logistics“, Maastricht (NL)
- **03.07.2019:** B2B „New Manufacturing & Composite Processes“, Aachen (D)
- **15.11.2019:** BSB / B2B „Smart Textiles“, Geleen (NL)*
- **21.11.2019:** B2B „Artificial Intelligence“, Aachen (D)*

11 events
441 participants

Brokerage Workshops

Brokerage workshops aim at the formation or completion of consortia for cross-border R&D projects or -cooperation. For these workshops, small, intimate rounds of “hand-picked” entrepreneurs were formed, who are looking for concrete R&D partners. In order to facilitate a real, intensive exchange of interests and opportunities for cooperation, the groups usually do not comprise more than 10 - 15 persons.

With the focus on identifying blind spots in existing collaborations, means and contacts are provided to involve third parties in the consortium's implementation and to continue viable project ideas through voucher activities and/or European R&D funding programmes. Information on successful (cross-border) R&D cooperation projects and concrete funding programmes for SMEs (e.g. Eurostars, iraSME, Horizon, Cornet) is provided as input.

As a “second-step-format” in total six Brokerage workshops with 155 participants (* Participation figures for two events were not available, when document was established) were carried-out.

Business2Business: Events



6 events
155 participants

Brokerage Workshop

- **10.07.2018:** *Brokerage Workshop* „Energy Storage Systems“, Aachen (D)
- **26.11.2018:** *Brokerage Workshop* „Round Table / Mobic SA“, Harzé (B)
- **31.01.2019:** *Brokerage Workshop* „Smart Glasses“, Aachen (D)
- **20.02.2019:** *Brokerage Workshop* „E-Mobility meets Lightweight“, Aachen (D)
- **27.11.2019:** *Brokerage Workshop* „Energy Management“, Aachen (D)*
- **28.11.2019:** *Brokerage Workshop* „Artificial Intelligence“, Aachen (D)*

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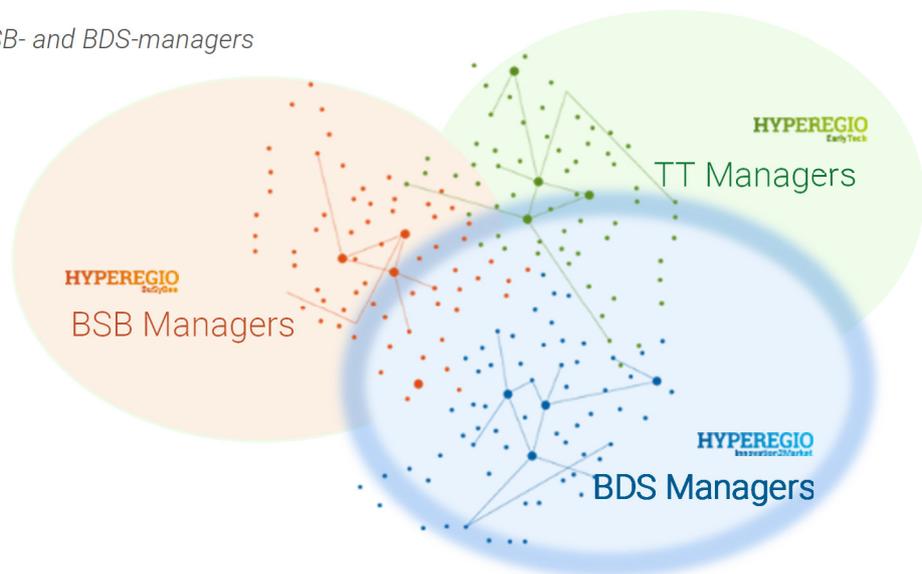


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COOPERATION & INNOVATION: Company interviews

Via company interviews the individual needs and competencies of companies, esp. SMEs, are determined and inventoried, based on the contacts of the HYPEREGIO project partners (and their networks) in the individual regions. The BDS-managers in I2M conduct(ed) bilateral discussions with identified companies on the basis of a uniform interview guideline. Aim of these interviews is on the one hand to identify concrete problems and needs, but also initial development ideas of the companies and on the other hand to show them partnering opportunities, as well as the variety of European and cross-border funding.

Cross-border network of TT-, BSB- and BDS-managers



Performed I2M+ company interview

| | Belgian regions | Dutch regions | German regions |
|---------------------------|-----------------|---------------|----------------|
| 2 nd half 2017 | 13 | 2 | 20 |
| 1 st half 2018 | 24 | 7 | 21 |
| 2 nd half 2018 | 14 | 6 | 29 |
| 1 st half 2019 | 1 | 1 | 37 |
| 2 nd half 2019 | 0 | 0 | 6 |
| Total | 52 | 16 | 113 |

181
interviews

Using a standardised interview guideline, the BDS managers interviewed interested companies in their respective regions. Target was to detect SMEs-specific problems, needs or cooperation requests in order to allow a more targeted connecting and matching across borders. Main findings of the interview results were stored in a company database, used for internal in-depth exchange between the BDS-managers.

HYPEREGIO Interview guideline

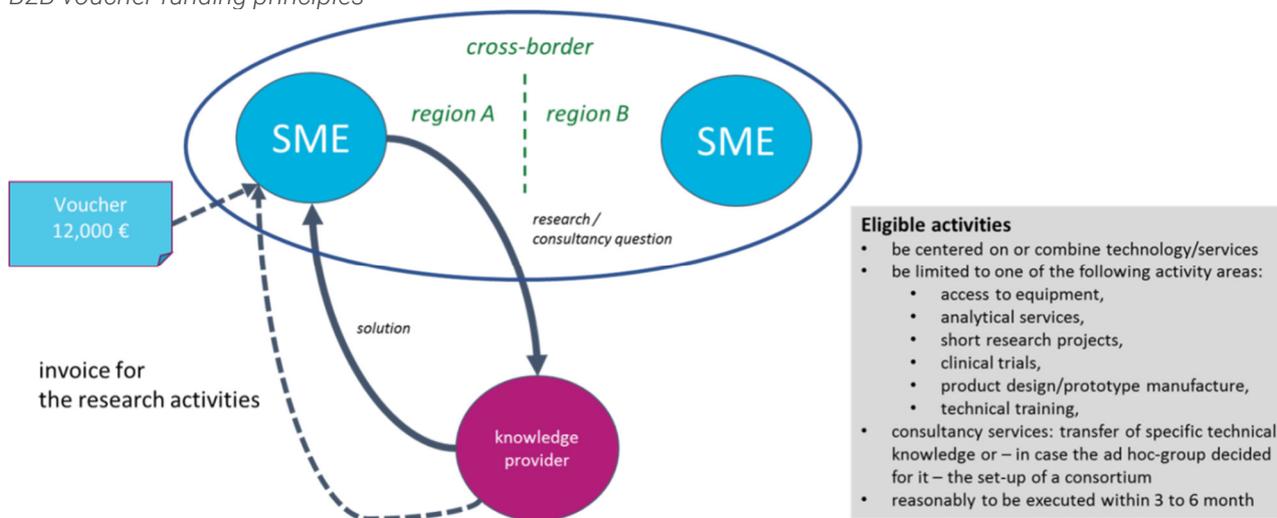
| |
|---|
| <p>COMPANY</p> <p>AREA OF BUSINESS - KEY TECHNOLOGIES – COMPETENCES & OFFERS - RECENT DEVELOPMENT- NUMBER OF EMPLOYEES</p> |
| <p>AREAS OF INTEREST</p> <p>INTEREST – NEEDS – GENERAL INTEREST IN NEW BUSINESS AREAS</p> |
| <p>R&D PROJECTS</p> <p>INVOLVEMENT IN ANY R&D PROJECTS – ONGOING PROJECTS – INTENTION TO PARTICIPAT IN A R&D PROJECT</p> |
| <p>COOPERATION</p> <p>LOOKING FOR CONTACTS WITH CLUSTERS, NETWORKS, COMPANIES, R&D FACILITIES – KIND OF COOPERATION - EXPERIENCES WITH (CROSS-BORDER) COOPERATION – INTERST IN CROSS-BORDER EVENTS</p> |
| <p>FUNDING</p> <p>PUBLIC FUNDING – EXPERIENCE, PROBLEMS & SOLUTIONS – CURRENT FUNDNG NEEDS</p> |
| <p>HUMAN RESOURCES</p> <p>NEW STAFF NEEDED – (NEW) QUALIFICATIONS</p> |

B2B Voucher

HYPEREGIO innovation vouchers offer interesting, simple funding opportunities for SMEs in the early stages of cross-border cooperation. If two SMEs from two different countries of Greater EMR area intend to cooperate with each other and a knowledge provider in an R&D activity / project (industrial research and experimental development), the Business2-Business (B2B) voucher provides valuable start-up assistance.

At least two technology-oriented SME's, independent from each other and from two sides of the national border within HYPEREGIO create a cross-border R&D consortium, receiving support via a knowledge provider (institute / engineering business). After fulfilling all deliverables a "lump sum" of up to € 12,000 is paid to the Lead SME (€ 6,000 in early stage).

B2B voucher funding principles



Eligible activities

- be centered on or combine technology/services
- be limited to one of the following activity areas:
 - access to equipment,
 - analytical services,
 - short research projects,
 - clinical trials,
 - product design/prototype manufacture,
 - technical training,
- consultancy services: transfer of specific technical knowledge or – in case the ad hoc-group decided for it – the set-up of a consortium
- reasonably to be executed within 3 to 6 month

5 Steps to receive a B2B Voucher

- ① Get in contact with your regional antenna to pre-check the feasibility of your voucher activity.
- ② Read guide for applicants and submit your application.
- ③ On short-term partner meetings your application will be checked on eligibility and assessed.
- ④ Approved applications can start their cross-border activities immediately.
- ⑤ After you have provided the relevant documentation of your activity your payment will be reimbursed.

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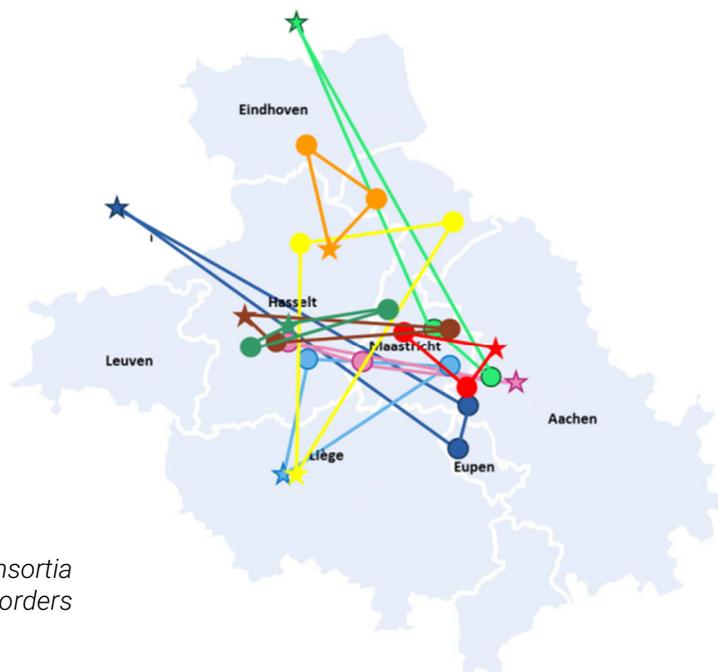
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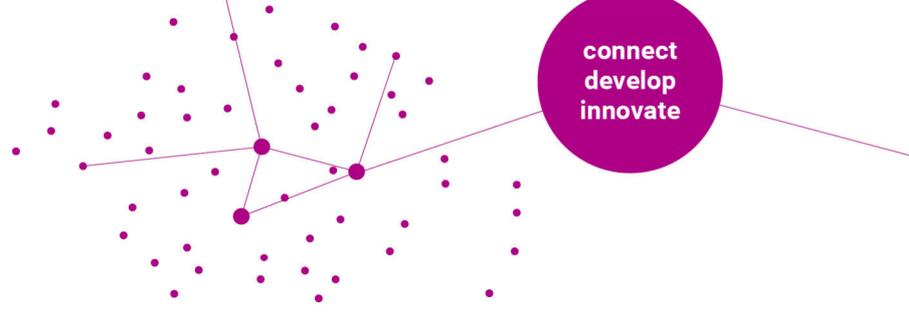
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In I2M+ nine B2B innovation vouchers have been spent with an amount of 96,000 Euros (two with an amount of 6,000 Euros in the first phase, seven of 12,000 Euros in the last six months of the project runtime!). In total 18 different SMEs and nine different knowledge providers were involved and benefited!



B2B voucher consortia implemented across borders



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What entrepreneurs say...



*"P*articipating in the Hyperegio network made it easy for us to start up the first cross boarder projects. It was for us the ideal way to demonstrate and highlight our high-tech possibilities and solutions towards industrial markets, resulting into 2 projects within 2 weeks."
Tom Castermans, CEO Tenco DDM, Genk (B)



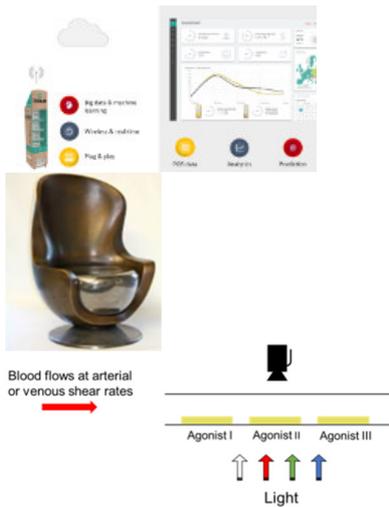
*"W*e bring parking to the cloud enabled by a B2B innovation voucher!"
Dr. Andreas Scholz, AXXTEQ Service GmbH, Aachen (D)

*"F*or us as a young start-up company from Heerlen, cross-border cooperation is very exciting and offers new development potential. We can complement each other very well, especially when it comes to cooperation with an experienced company with many years of experience."
Rogé Dormans, CEO, Xtreme Computers, Heerlen (NL)

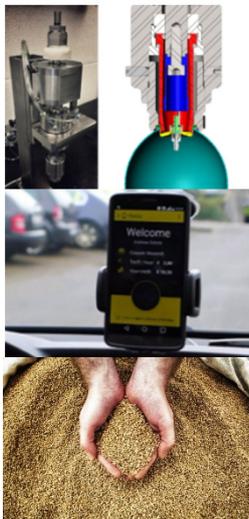


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B2B voucher activities



Blood flows at arterial or venous shear rates



High-tech Systems

- Cooled display sell-out measurement tool

Advanced Materials

- Development of a high solid VOC-free clear base for a new innovative liquid metal coat

Life Sciences

- System concept pre-phase of a Hermostatic Flow Analyzer/HFA & 3D printed blood disposable

Production

- New Development of crimping heads for valves

ICT

- AxxCloud introduces parking without a ticket and transfers operation to a secure cloud environment

Materials

- Environmentally friendly cork covering for outdoor applications

Life Sciences

- Sleep analysis algorithms for dementia care

Production

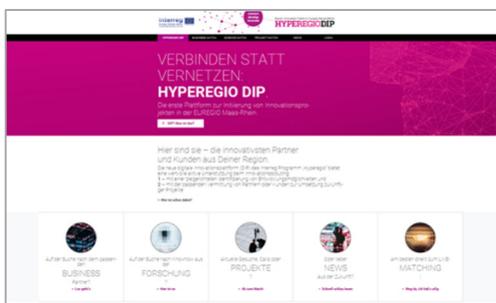
- Innovative shoe-adapter for triathlon athletes

Production

- Aerodynamic testing of cycling shoes in relation to position

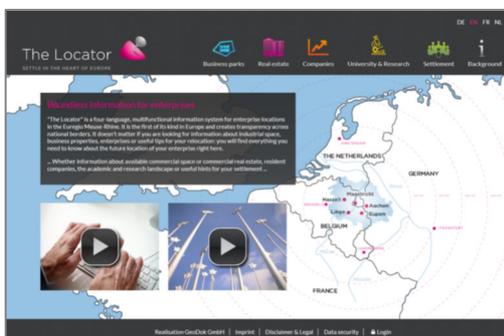
DIGITAL & SUSTAIN

Under the HYPEREGIO umbrella several activities were developed and conducted, which should be carried-on and - as far as possible - also sustained. The following issues have to be mentioned in this regard:



www.hyperegio-dip.eu

- The **Digital Innovation Platform (DIP)**, developed within EarlyTech, but relevant for HYPEREGIO as a whole, will be sustained (at least for five more years). It consists out of an innovation data base, a market place and an event calendar across borders!



www.The-Locator.eu

- „The Locator+“ – **cross-border location information system**: The first cross-border web- and geodata-based information platform on a regional level in Europe! This unique information tool for businesses within the cross-border region, but also from outside was enlarged by a new information category „University & Research“, as well as deepened regarding lead markets (information category „Companies“). It has already been sustained for five more years (until Mid-2024) by The Locator-partners!

- In the final period for I2M+ it will be checked amongst the partners, which **additional HYPEREGIO / I2M+ activities** (e.g. Business Development Support (BDS) or **products** (e.g. HYPEREGIO brand / CD), communication tools like website, booth, roll-ups...) could be sustained.

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HYPERREGIO – I2M Partners

