

Søknad om videreføring av nettverk i BIA

Utfylt skjema skal leveres som vedlegg til fremdriftsrapporten 1. desember 2011.

Prosjektnr./tittel (seks siffer): 193431

Utfylt av: Josef Noll

Nettverkene i BIA skal være et proaktivt virkemiddel for å generere prosjektsøknader og en arena for løpende prosjekter og nettverksdeltagere der resultatspredning er en viktig aktivitet. Nettverkene får midler for et år av gangen og et eventuelt vedtak om videreføring blir avgjort administrativt på bakgrunn av oppnådde resultater og planer om aktiviteter neste år.

Programstyret og administrasjonen i BIA har kommet frem til viktige kriterier for etablering og drift av nettverkene.

Nettverk som ønsker å søke om videreføring må besvare dette skjemaet og legge det ved framdriftsrapporten pr 1. desember.

1 Beskriv kort nettverkets proaktive holdning, kontakt med nettverkets målgruppe og søknadsinitierende arbeid inklusive eventuell utarbeidelse av faktagrunnlag:

Movation's goal of becoming the leading innovation centre for open innovation in mobile services in the Nordics is based on building "good physical and virtual meeting places and create knowledge-based innovation".

This vision of 2010 has become a more suitable goal in 2011, and is expected to be reached in the upcoming years (2013++). While the previous focus in Movation was on connecting entrepreneurs with challenging customers and competent capital, we recognised that a whole ecosystem has to be in place. This ecosystem consists of the previously mentioned challenging customers and competent capital, but needs also:

- * Research-based development of products and services
- * Professional support in writing proposals
- * Professional support in managing start-ups
- * Publications to make innovative products and services being known in the market
- * international footprint for growth

The results from our network activities shows that the proactive way of pushing innovation has reached the goals:

- * We have now 19 Inner Circle Members, who are potential challenging customers for the entrepreneurs, including Telenor, Statoil, NETS, Microsoft and Opera.
- * We have more than 40 companies on the InnoBørs.no (Innovation Stock Exchange), and some of them have really grown to success. The two examples mentioned here are Bipper and Intrapoint.
- * We have extended our reach to the European, Asian (Singapore) and American Market. Some examples of our activities include the co-organisation of the Transatlantic Science Week through our partnership with the Innovation Forum Norway. We have signed an agreement with the Kellogg Innovation Network (KIN) on providing Norwegian companies with a 3-month start-up help in Standford. We were invited to the podium of the ICT Venture Gate and asked by Pierre

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Marro from DG INFSO for recommendation towards Collaborative Innovation. The Nordic Innovation Centre has asked Movation to export the InnoBors concept to the Nordics.

* The Movation BIA network is active in national and international research. As there was no BIA submission in 2010, we concentrated on International Research. Through our network we delivered in total three proposals, and are now involved in two more. Our proposals were quite successful, resulting in the project leadership of two international research projects under the Artemis header.

2 Noe om prosjektsøknader, planer om søknader og søknader godkjent i rapporteringsperioden:

The Artemis nSHIELD project got through a successful negotiation in Q1/Q2.2011, and started on 1. September 2011 with the work

We were also invited to take the leadership of the Project Proposal CHIMERA on future manufacturing, where we submitted a proposal on 2 December 2011.

We are also invited to the objective 1.1.4 proposal SPHERICS, and intend to deliver a proposal by 17. January 2012.

We also submitted a proposal to the VerDIKT call in 2010, but did not succeed.

3 Antall løpende prosjekter forankret i nettverket:

Movation is project leader of the EU Artemis pSHIELD project on security measures for embedded systems, with the Universities of Oslo (UiO) and Agder (UiA) as contributors, and Telenor Objects and Jernbaneverket (JBV) as use-case partners. The prototypical equipment developed through this project was used to form the first implementation of the Telenor machine-to-machine platform Shepherd.

Our collaborative approach for project management in pSHIELD was recognised, and we are now project leader of the Artemis nSHIELD project. This project aims at extending the use cases from the pilot project into new areas, including the two norwegian SMEs NOOM and ESIS. nSHIELD has achieved substantial attraction in the market, and several companies such as ABB, Simlink and FFI have shown interest to join. But as there is no national budget for research in this Artemis activity, they finally decided not to join.

4 Aktivitet rundt løpende prosjekter, resultatspredningsaktiviteter:

The pSHIELD project was an example where traditional research failed, and where the extraordinary review in March 2011 concluded that the project is in risk of total failure. This review statement was the initiator for a change of the project coordinator. Movation took over the responsibility, and turned the project into success. The second review in October 2011 in Norway got the attribute from the EU commissioner: "a real new working spirit".

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The results of pSHIELD were discussed with ABB, who invited us to an Industrial Embedded System Workshop. FFI found our security approaches interesting, and suggests to start common activities in the area of “identity management in the Internet of Things”.

Simlink, the start-up from Telenor Research and Sintef, might become a provider of a security component for home appliances. The exchange has led to a collaboration with

Danfoss, in order to opt for a common demonstration during the Danish EU leadership in Q1/Q2.2012.

ESIS has provided the electrical motorcycle, which became part of the Telenor Innovation Fair. This bike is equipped with the pSHIELD sensor developed in the Artemis project. Scandinavian Mobile Technology (NOOM) is extending their technology to be able to communicate with objects in the home.

The pSHIELD sensor platform was also installed on the JBV measurement locomotive Roger, and sensor data were connected into Telenor’s Shepherd platform.



5 Generell aktivitet relatert nettverkets temaområde og planer for 2012:

We see that our approach of collaborative innovation has received attention, but that we still have a path ahead of us to be able to deliver without public support. The main reason is the difficulty for start-ups in receiving private funding.

We will focus on

- * Tighter integration of all support activities "the 7 C's to succeed", including collaborate and co-create
- * Creating the fora for physical meetings, through partnership with Mobile Monday, First Tuesday, LinkedIn and other activities
- * National and International extension
- * Publications and invited talks to create the awareness for our approach

Regarding the national extension, we intend to stretch from Oslo out to other areas in Norway in 2012

- * Through our partnership with InnoDesign we distribute our newsletter to 16.000 customers in Norway.
- * Through our agreement with Hegnar Online we can offer both TV and Newspaper publicity to the "Rising Star", the monthly winner of the stock exchange.
- * Through our collaboration with "Intelligent AS" we intend to cover Sogn- of Fjordane, Nordland and Troms
- * Through our collaboration with Campus Kjeller, Bergento (BTO) and Trondheim Technology Transfer (TTO) we intend to cover Bergen and Trondheim

International activities

- * Motivation international: We will focus on the Nordics as the starting market, and have already signed an agreement with Sweden to extend into the Swedish market. We have also identified contacts in Iceland, Denmark and Finland and prepare for a roll-out plan in those countries
- * Our innovation activities towards the European Commission will result in project proposals, and evtl also in agreements with European partners promoting our InnobBors.eu

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* We have followed several companies out into the international market, and see that our knowledge-based innovation with the scorecard is a valuable feedback for the start-ups. Having mentioned the success of Bipper and Intrapoint, we also acknowledge that Webnodes with their semantic CMS has been selected by Microsoft to promote the use of the new open data format "OData" from Microsoft.

Our expertise in innovation led to several invitations for invited presentations and panel discussions, and through the project leadership of nSHIELD and hopefully CHIMERA we will see an invitation to international fora, networks and research proposals. We have already now successfully taken UiO/UNIK, UiA, Noom and ESIS out to become partners in international research, and expect other to be join in upcoming projects.

6 Nettverkets berettigelse/ bidrag til BIAs måloppnåelse. Finnes det andre arenaer for nettverkets temaområde/-deltagere? Finnes det alternativ finansiering? Hvor nødvendig er nettverket? Antall deltagere? Favner nettverket temaets aktuelle målgruppe?

Movation has created a network of more than 600 community members, about 53 business angles, more than 40 entrepreneurs, 19 inner circle members, 7 Universities and University Colleges of Norway as well as strategic international partners. In 2011 we have more than doubled the number of partners, with the exception of the Universities. We have also joined forces with InnoDesign, thus reach out to 16.000 customers for the InnoDesign Newsletter. Our goal is to double the number of entrepreneurs and inner circle members also in 2012, thus being able to foster ideas in various domains such as CleanTech and Public Services.

Through our Inner Circle partner Nofas we frequently discuss the opportunities for research proposals, based on the policy that successful innovation is more important than a number of non-successful research proposals. To our knowledge collaborative innovation is not performed in other arenas, thus BIA is our core supporting unit within the research council of Norway.

We have several successful examples of growth, namely Bipper, Intrapoint, Webnodes and Induct. We expect that we can extend the list companies with "international success" can be extended also in the upcoming years.

However, the global success will first be achieved when both our partners and the InnoBors will reach the international market. We have created the network to make this happen, but need to outline the details for international roll-out.

As we point out to our members, we are about half-way towards the "digital world". And during this second half the world will even change to "native digital". Motivation with the Innovation Stock Exchange (InnoBors.no) is very well established to become a leading actor in knowledge-based innovations. We expect that our approach of bringing SMEs to the market will foster in value creation for the Norwegian economy.

We believe that the BIA network Motivation will after all increase the success of BIA, as we will show that innovative companies will contribute to the knowledge-based growth in our country. And this will hopefully increase the political willingness to spend more money on research, and thus let BIA grow to foster new ideas.

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7 Budsjett 2012:

Alle tabeller må fylles ut.

We have doubled our budget in 2011, and will see a similar growth in 2012. We also expect to join forces with companies in the same domain in order to become the provider of a whole innovation process.

Kostnadsplan (i 1000 kr)

| | 2012 | | | | | | Sum |
|----------------------------------|-------------|--|--|--|--|--|-------------|
| Personal- og indirekte kostnader | 3642 | | | | | | 3642 |
| Innkjøp av FoU-tjenester | 800 | | | | | | 800 |
| Utstyr | | | | | | | |
| Andre driftskostnader | 645 | | | | | | 645 |
| Totalsum | 5087 | | | | | | 5087 |

Totalsum (samlet og pr år skal være lik totalsum i kostnadssted og finansieringsplan)

Kostnadssted (i 1000 kr)

| | 2012 | | | | | | Sum |
|-----------------|-------------|--|--|--|--|--|-------------|
| Næringsliv | 4287 | | | | | | 4287 |
| Instituttsektor | | | | | | | |
| UoH-sektor | 800 | | | | | | 800 |
| Andre sektorer | | | | | | | |
| Utlandet | | | | | | | |
| Totalsum | 5087 | | | | | | 5087 |

Totalsum (samlet og pr år skal være lik totalsum i kostnadsplan og finansieringsplan)

Finansieringsplan (i 1000 kr)

| | 2012 | | | | | | Sum |
|-----------------------------------|-------------|--|--|--|--|--|-------------|
| Egne midler | 1149 | | | | | | 1149 |
| Internasjonale midler | | | | | | | |
| Andre offentlige midler | | | | | | | |
| Andre private midler | 3638 | | | | | | 3638 |
| Innstilt fra Norges forskningsråd | 400 | | | | | | 400 |
| Totalsum | 5087 | | | | | | 5087 |

Totalsum (samlet og pr år skal være lik totalsum i kostnadsplan kostnadssted)