

Making Innovation Happen

Orestis Trasanidis

Director EIT Hub Silicon Valley

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EIT: A UNIQUE APPROACH TO INNOVATION

Silicon Valley

As part of Horizon Europe, the EIT's strategy for 2021-2027 sets four priorities:

- Enhance Europe's innovation capacity, competitiveness & quality of life
- Manage a thriving pan-European innovation ecosystem
- Tackle pressing global challenges
- Break down barriers to innovation across sectors and borders

We power innovators and entrepreneurs to develop innovative solutions to pressing global challenges and create growth and jobs for Europe.

European Institute of Innovation and Technology

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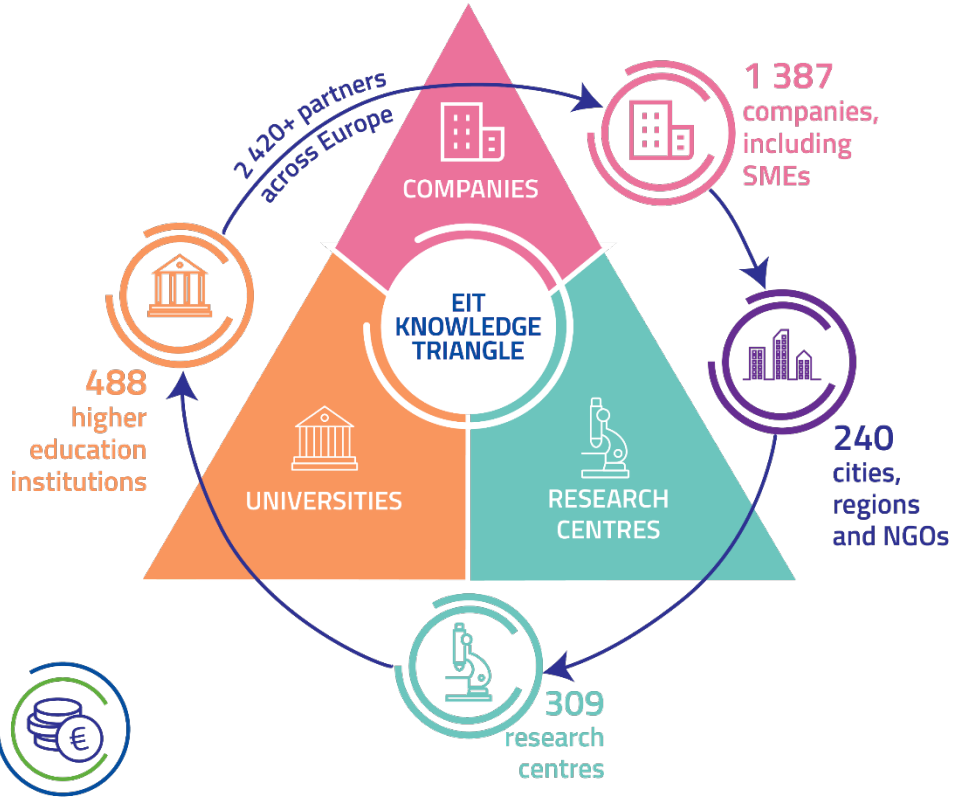
What is the EIT?

The European Institute of Innovation and Technology (EIT) drives innovation in Europe by supporting entrepreneurs, innovators and students across Europe to turn their best ideas into reality.

How does the EIT work?

- Trains a new generation of entrepreneurs
- Develops innovative products and services
- Power start-ups & scale-ups

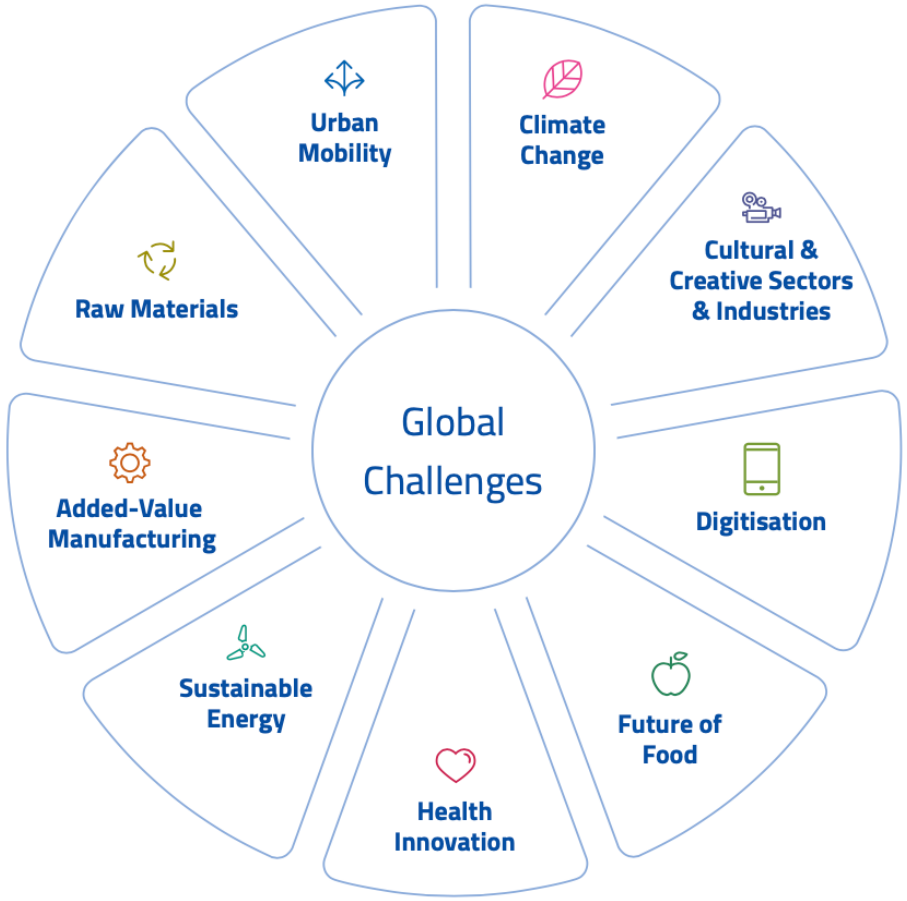
Europe's largest innovation ecosystem

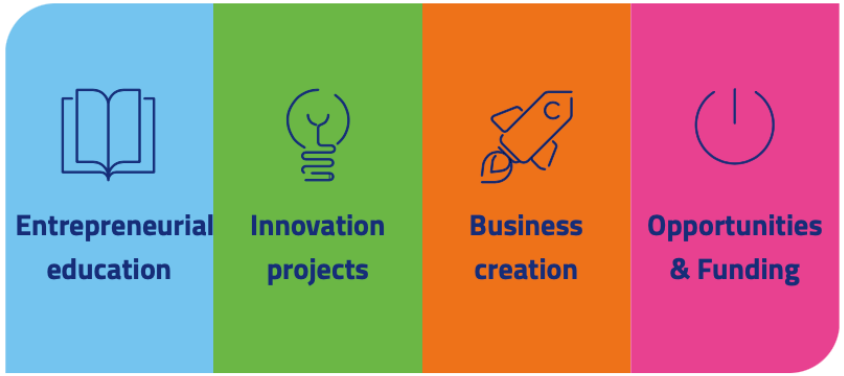


- **50+** innovation hubs across Europe
- **2 420+** partners across Europe
- **5 780+** gratuates completing EIT programmes
- **2 110+** new products and services
- **7 860+** ventures supported
- **EUR 7.3 B** investment raised by EIT ventures

European Institute of Innovation and Technology

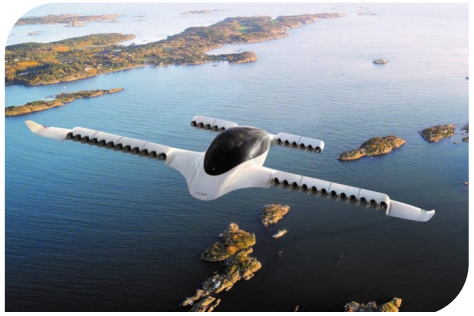
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EIT COMMUNITY UNICORNS TODAY

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Lilium Aviation (DE)
electric vertical jet
Supported by EIT Climate-KIC



Climeworks (CH)
carbon dioxide (CO_2) collectors
Supported by EIT Climate-KIC



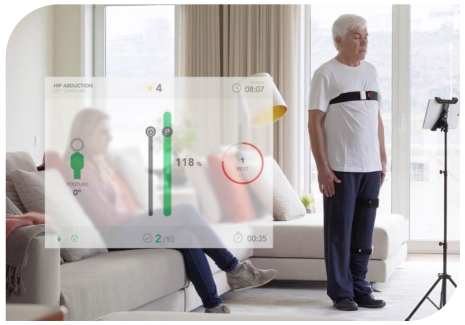
Northvolt (SE)
the world's greenest battery
Supported by EIT InnoEnergy



Ynsect (FR)
global leader in alternative protein production
Supported by EIT Climate-KIC



Freyr (NO)
high energy density and cost-competitive clean battery
Supported by EIT InnoEnergy



Sword Health (PT)
virtual care for patients
Supported by EIT Health



Owkin (FR)
better patient drugs by machine learning
Supported by EIT Health

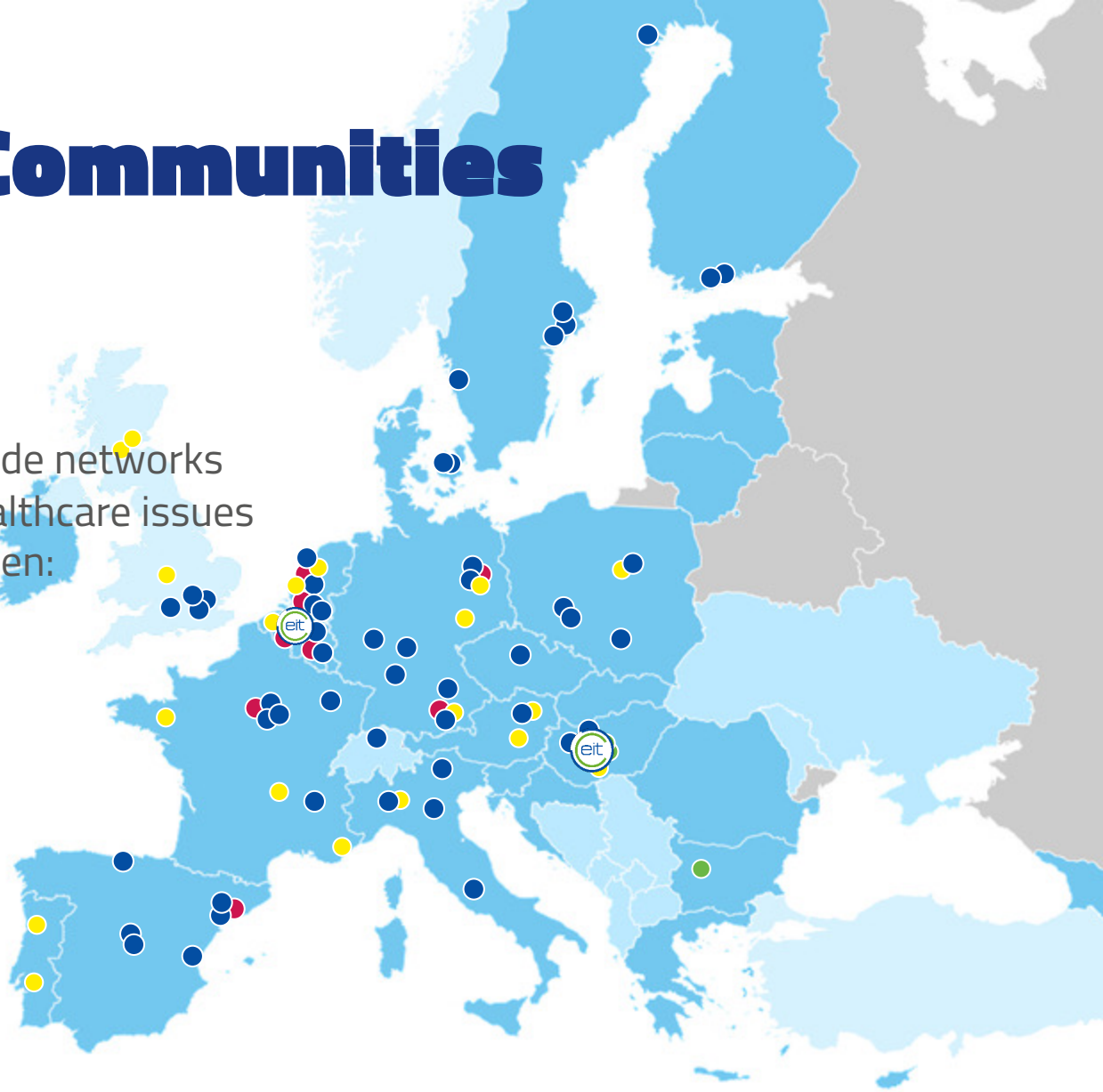


Verkor (FR)
low-carbon batteries
Supported by EIT InnoEnergy

Knowledge Innovation Communities

Our Knowledge and Innovation Communities are Europe-wide networks centred around fighting a specific societal challenge like healthcare issues or climate change. They are made up of partnerships between:

- Higher education institutions
- Research centres
- Businesses and investors
- Public and non-profit organisations



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Impact so far

eit Global outreach

Funded by the European Union

Digitisation

Driving Europe's digital transformation! Join a community determined to harness digital technology for a sustainable, inclusive, and fair society.

270+
global partners

EUR 105+
million investment attracted to start-ups

EUR 610 million
EIT funding

Health Innovation

Giving EU citizens greater opportunities to enjoy a healthy life! Help innovate tech that helps people have access to a healthy lifestyles and healthy ageing.

540+
global partners

EUR 480+
million investment attracted to start-ups

EUR 480 million
EIT funding

Future of Food

Building a future-fit food system that produces healthy and sustainable food for all! Change the way our society is connected to food and agriculture. We want food innovation that both benefits everyone and makes everyone a participant.

310+
global partners

EUR 406+
million investment attracted to start-ups

EUR 354 million
EIT funding

Sustainable Energy

Achieving a sustainable energy future for Europe! Become part of the leading engine of a new European economy based on renewable energy.

590+
global partners

EUR 679+
million investment attracted to start-ups

EUR 709 million
EIT funding

Knowledge Innovation Communities

eit Silicon Valley

Added-Value Manufacturing

Strengthening and increasing the competitiveness of Europe's manufacturing industry! We want Europe to be at the top of global manufacturing. Join us to rethink industry and create the workforce of tomorrow.

250+ global partners

EUR 3+ million investment attracted to start-ups

EUR 169 million EIT funding

Climate Change

Working to accelerate the transition to a zero-carbon economy! Together, we can innovate climate-friendly technology. Join the next generation of climate leaders helping realise a climate-resilient Europe.

250+ global partners

EUR 92+ million investment attracted to start-ups

EUR 688 million EIT funding

Raw Materials

Developing raw materials into a major strength for Europe! Help Europe become more self-sustaining and ecologically sustainable by rethinking every step of our resource value chain.

570+ global partners

EUR 119+ million investment attracted to start-ups

EUR 466 million EIT funding

Cultural & Creative Sectors & Industries

Creatives without borders, innovation without limits. Imagining a better future for Europe requires all of our creative power. With our growing community of creatives, you can be part of designing a more inclusive and sustainable vision.

50+ global partners

Coming soon! million investment attracted to start-ups

EUR 6 million EIT funding

Urban Mobility

Smart, green and integrated transport! Our cities can be your living labs for innovation that decarbonises mobility and puts people back at the centre of city planning.

270+ global partners

EUR 4+ million investment attracted to start-ups

EUR 189 million EIT funding

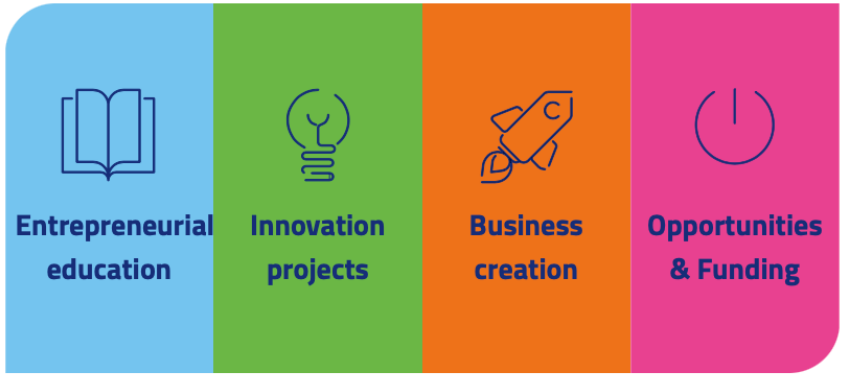
Knowledge Innovation Communities

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Enterprenurial Education

Master Programs, Summer Schools, Proffesional Courses

Please check EIT Campus platform



Innovation Projects

Horizon Europe, Digital Europe, Erasmus +, Tenders

Business Creation – Open Innovation

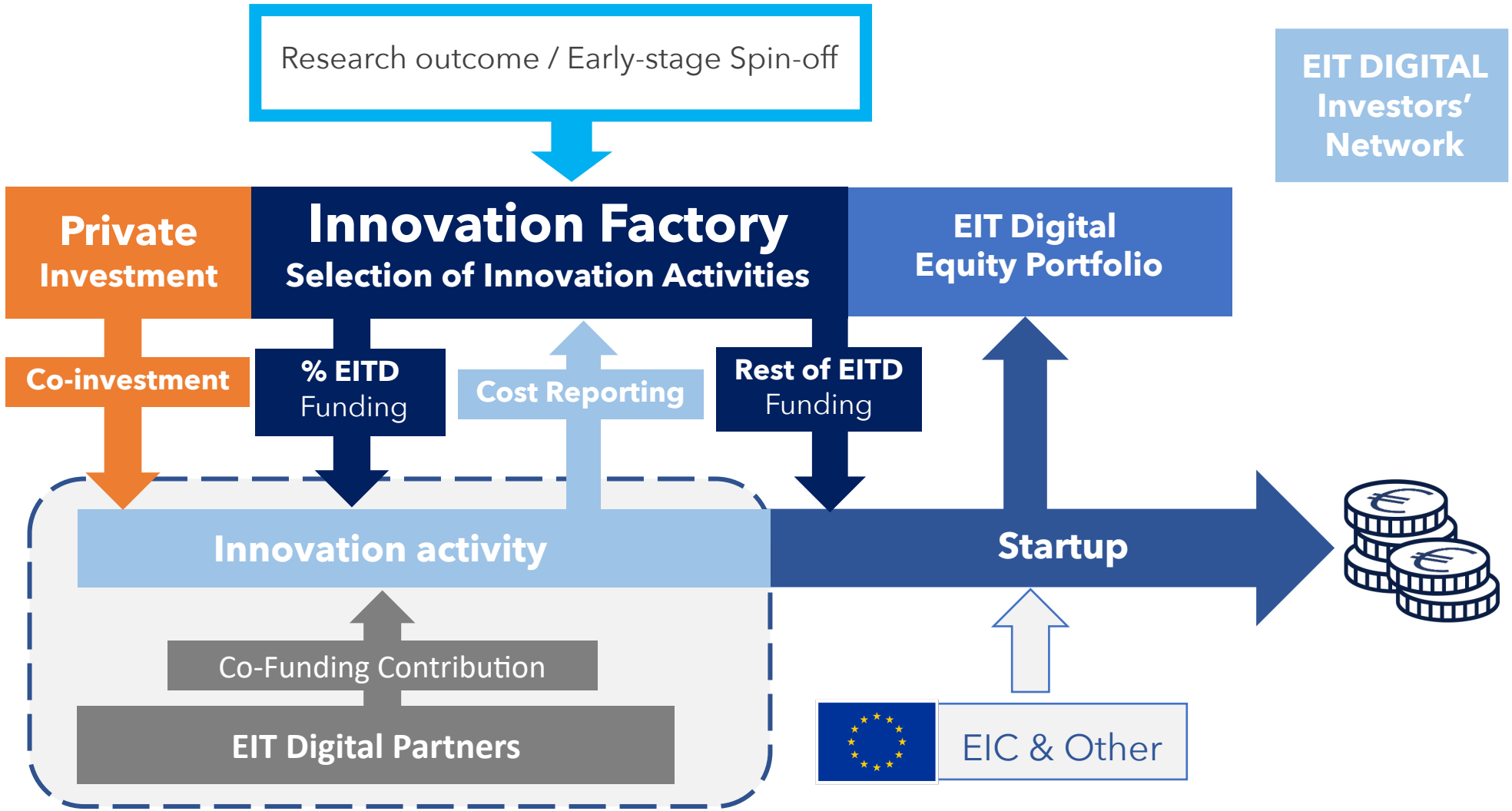
Incubation, Accelaration, Access to Funding, Access to Market, coaching & mentoring, testbeds

Opportunities and Funding

Developing innovative products and services, EIC Pilot, stakeholder engagement - Networking

Open Innovation Factory EIT Digital

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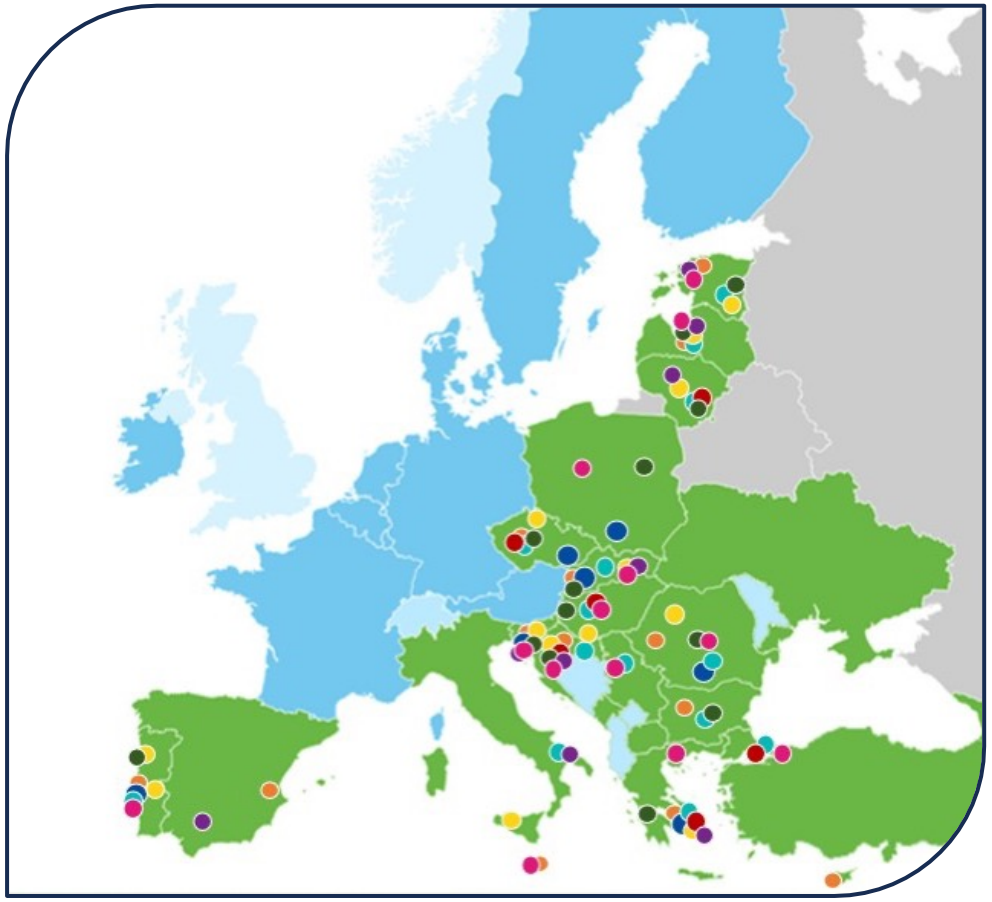
https://www.eitdigital.eu/open-innovation-factory-2023/

BOOSTING REGIONAL INNOVATION

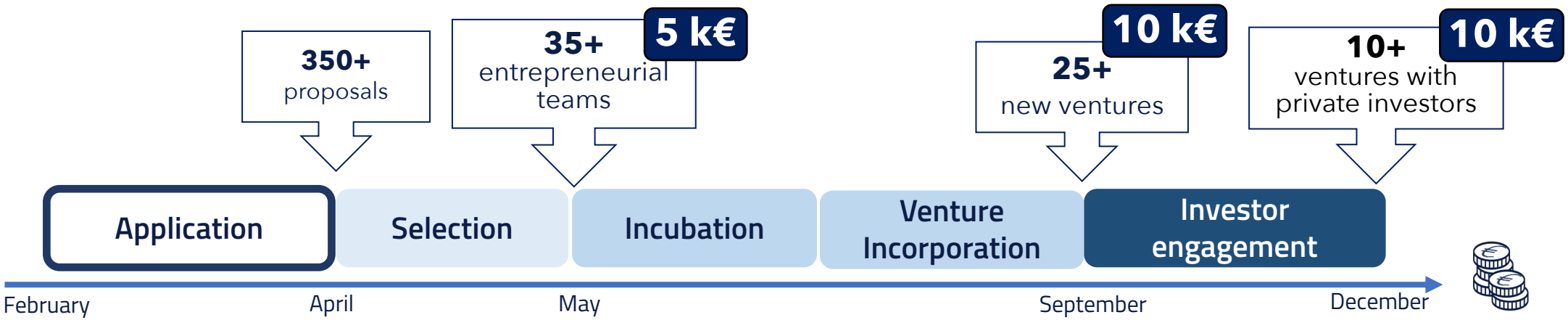
To enhance the innovation capacity in moderate and modest / emerging innovators* Member States, eligible Horizon Europe Associated Countries and EU Outermost Regions, the EIT set up the **EIT Regional Innovation Scheme**.

APPROACH

- **Capacity building activities and closer interactions** between higher education, business and research organisations
- **Widen participation** in the EIT Community, including through **EIT RIS Hubs**
- Strengthen links to **Smart Specialisation Strategies** and leverage additional **private and public funding,** especially ESI Funding
- **Budget: 10-15%** of the EIT grant allocated to EIT RIS activities



RIS VENTURE PROGRAM EIT DIGITAL

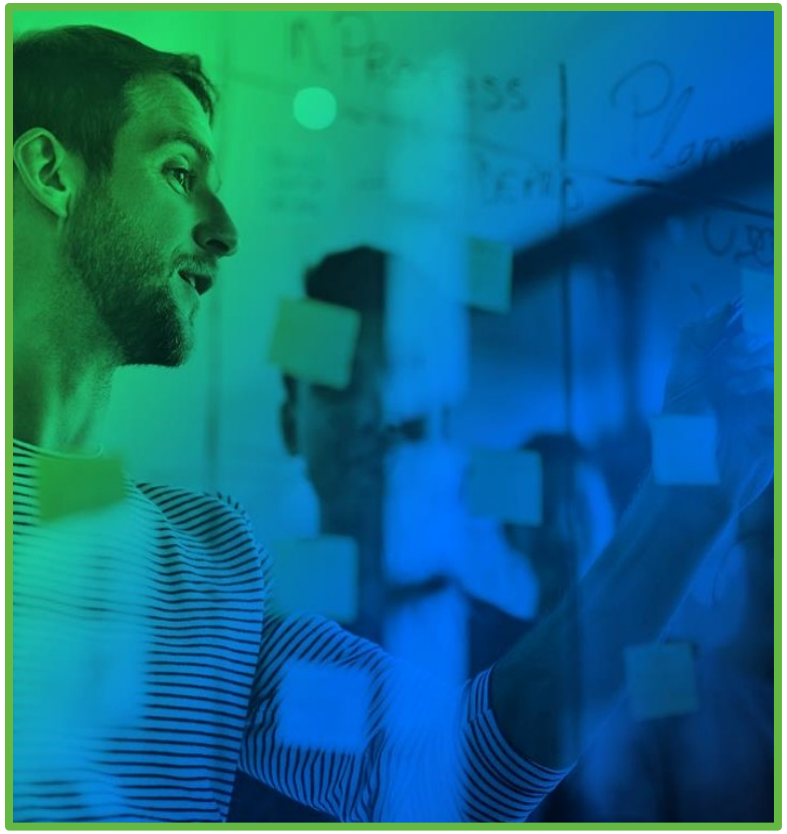


EIT COMMUNITY

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- **The Artificial Intelligence Community:** See how we're working to increase responsible uptake of AI in education and business in Europe through our Artificial Intelligence Community.
- **New European Bauhaus:** We're interested in any project idea that helps make our living spaces more aesthetic, inclusive, and sustainable for our New European Bauhaus initiative.
- **EIT Jumpstarter:** Compete for EUR 10 000 across nine categories to jumpstart your business with the EIT's annual EIT Jumpstarter.
- **Supernovas** is intended to complement and expand the efforts of KICs involved in supporting women entrepreneurship and leadership by proposing a transversal approach to enhance the presence of women in key roles of the entrepreneurship and innovation ecosystem in Europe, not only as nascent entrepreneurs, but also in other key decision-making roles shaping entrepreneurship and innovation for the future.
- **Girls Go Circular:** empowers schoolgirls to develop their digital and leadership skills while learning about circular economy and finding solutions for a sustainable future.
- **EIT Global Outreach Programme**: we're connecting Europe's innovation ecosystem

DEEP TECH TALENT INITIAVE



EIT and its Knowledge and Innovation Communities

Training initiatives, Calls for Proposals to develop new curricula

Pledge for the Deep Tech Talent Initiative:

Education and Training Institutions Courses, training initiatives

Enterprise and Enterprise Associations: Trainings for employees and adults

Financing Partners Calls for Proprosals, grants

Member States and Institutional Partners

Public government and non-profit organisations, including national and EU level Agencies are encouraged to Pledge by launching training initiatives, Calls for Proposals etc.

DEEP TECH TALENT INITIAVE



The Prize rewards **excellence in tackling deep tech training challenges.**

- Launched on **July 10** & Prize closing on **October 31**
- Each award recipient will be awarded **a max. funding of € 60,000**.
- Training providers, employers, universities, and industry partners are encouraged to apply.

DEEP TECH TALENT INITIATIVE:

As part of the New European Innovation Agenda, **the EIT will skill 1 million people within** deep tech (fields like robotics, AI, cleantech, quantum computing, and more) by 2025.

How? Create trainings and courses with direct industry input and built-in pipelines for our learners to join the EU innovation ecosystem.

Results to date:

639 797+ Talents pledged

58 Pledge members

51 Courses available (incl. AI and Cybersecurity)



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2023 Activities

US Landing

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Module 1
Assess, Align, and Prioritize

- Assessment of the current offering, product, solution
- Understand company positionning
- Calibrate goals for the entry into the U.S.
- Inventory of the resources available for the U.S. (people, operations, tools, collater

Set realistic expectations for a minimal viable launch (MVL) for launching in the U.S

Module 2
Understanding your target market

- Mapping existing Ideal Customer Profile (ICP) from European market to the U.S. landscape.
- Evaluating current competitive landscape
- Reviewing any legal, cultural or technical challenges posed by entry in the U.S. market

Module 3
Go to market planning

- Define the strategy and tactics for executing the defined Sales and Marketing plan.
- Refine and optimize sales presentations, marketing collateral, lead generation, pricing and sales process.
- Review your marketing material

Module 4
Operational Design for Sales and Marketing

- Refine your CRM to optimize your US sales activities
- Identify opportunities for improvements
- Map out specific changes, workflows and best practices

EIT Hub Silicon Valley Programmes

CONNECT & EXPERIENCE : Bridging Ecosystems

A full stack 5-day immersion into the SV ecosystem. Our goal is to support the growth of innovative ecosystems and provide access to Silicon Valley's world-leading startup ecosystem
Innovative element: The ecosystem leader should pitch an idea. The project will cover the launch of 1 or2 projects in the USA in collaboration with the Hub and other stakeholders.

MISSION: Scale-up Europe

An an executive boot camp for European researchers, entrepreneurs, and political leaders. The programme is designed to foster EU competitiveness by providing an immersive deep dive into the core elements and opportunities of Silicon Valley tech ecosystem success. | MTB Scale-up Summit

BRIDGING THE HORIZON: EU Attractivity

Matchmaking services could be an addition to the activity or service that could support the participation of US organizations in the Horizon Europe program. The matchmaking service would connect US organizations with potential EU partners that have complementary research and innovation capabilities and interests.| US organizations paying per-match fee to access the service.



Thank you

Orestis.trasanidis@eithubsv.eu