ELAN

European and Latin American Technology based Business Network

# What is ELAN?

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This project is funded by the European Union

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# UNDERSTANDING THE CONTEXT

**General Objective in ELAN C2:**

**Increase and diversify the European Union's economic presence in Latin America**

By generating

**Sustainable collaboration initiatives among R&I actors**

**Knowledge -> Equitable socio-economic development**

# UNDERSTANDING THE CONTEXT

**Specific Objective in ELAN C2:**

Establish a **European and Latin American** self-sustainable **Network** (ELAN) **of research and innovation (R&I) actors**

Lasting partnerships

- **Share knowledge**
- **Generate technology transfer (in areas aligned with European applied research)**
- **Increase SME competitiveness through** the generation of **technology-based business opportunities (TBBO).**

# UNDERSTANDING THE CONTEXT

**Main activities**

- **A1.** Analysis of **European Industry needs** to enter into innovation collaboration with LA partners.
- **A2**. R&I actors identified; needs, capacities and supporting schemes **mapped in LA partner countries**.
- **A3. Best practices and exemplary cases** in the innovation field in LA and Europe identified.
- **A4. SWOT analysis** of factors affecting EU-LA collaboration in industrial innovation provided.
- **A5**. **Planning and organizing of network capacity building** and partnership generating activities aimed at creating technology-based business opportunities between partners (21 events in Latin-America and 6 technical missions will be organized in the EU).
- **A6.Creation and Deployment of the ELAN Network**. Network composed of at least 100 partners (40 knowledge-based organisations, 20 selected innovative SMEs, 20 Business Support Organisations, 20 public entities). A sustainable management and financial model has been developed for the Network to continue after the project concludes.
- **A7**. **Creation and operation of a network support platform to foster virtual collaboration among partners and ensure their participation**

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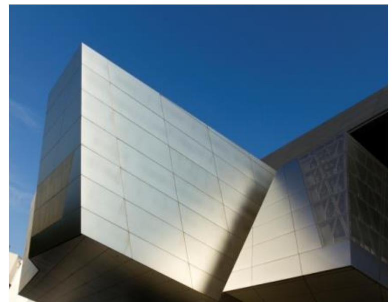
# UNDERSTANDING THE CONTEXT

## Coverage of all 7 sectors suggested/required from EU

RENEWABLE ENERGIES



NEW MATERIALS

ICT

HEALTH

ENVIRONMENTAL TECHNOLOGIES

NANO-TECHNOLOGIES

BIOTECHNOLOGY BIOECONOMY

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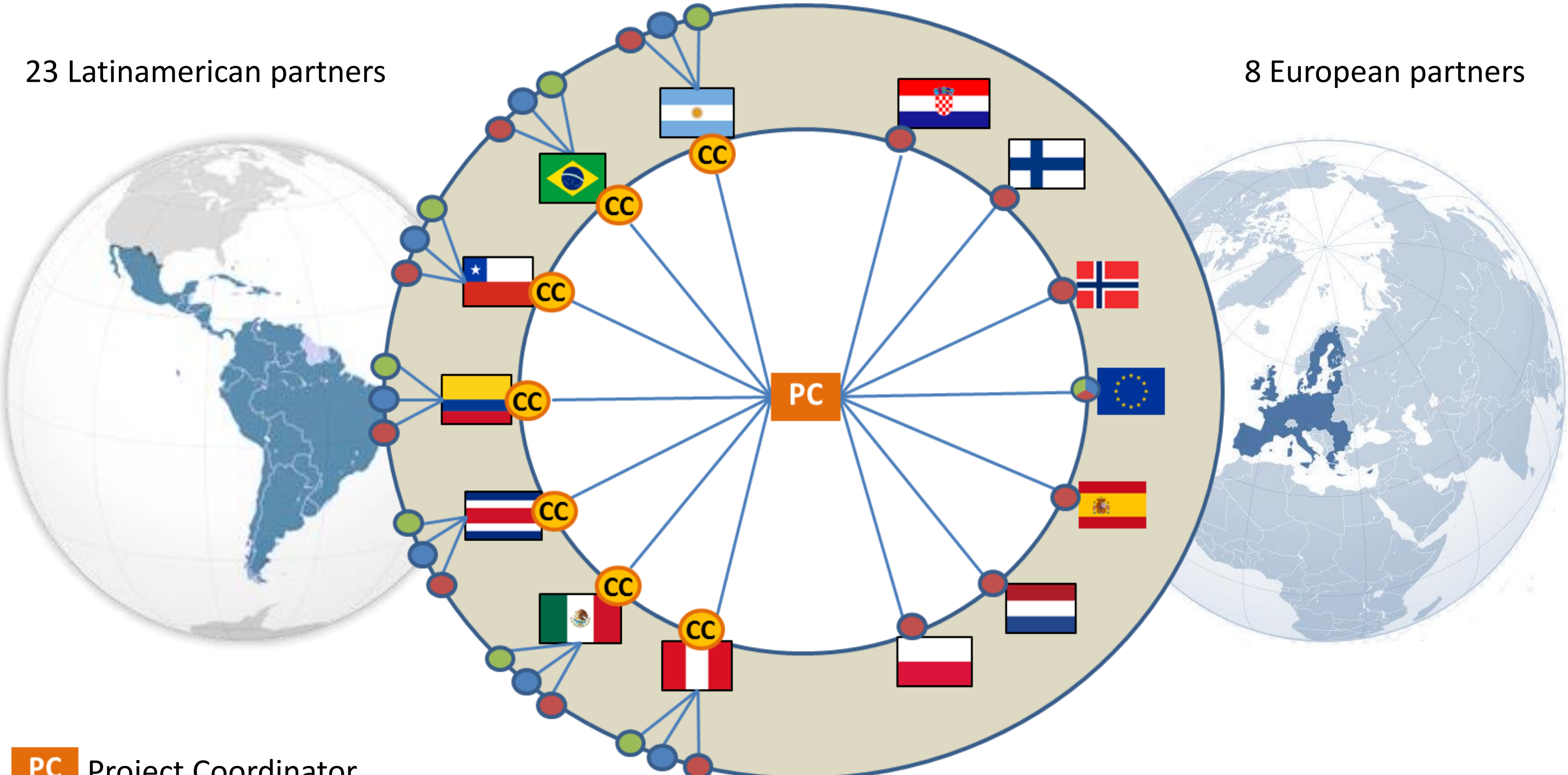
# CONSORTIUM

# CONSORTIUM




PC Project Coordinator

CC Country Coordinator

Knowledge based organisations

Business support organisations

Public sector

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# TECHNOLOGY BASED BUSINESS OPPORTUNITIES

WHAT COLLABORATIONS DO WE WANT TO GENERATE?

# TBBO: What collaborations do we want to generate?

## ***Technology-based business opportunities***

- On-going problem in European Research & Development:
  - ⇒ **Results just aren't reaching the market nor achieving a social impact**!
  - ⇒ This is a shared concern in Latin America
- Some opportunities are "simple" transactions (one-to-one buying and selling)
  - ⇒ BUT, most technology-based business opportunities require the **business case to be developed**
  - ⇒ They require market contrast, pilot tests, business model trial, various risks to be dissipated etc.
  - ⇒ They are usually **co-created** among several actors

**TBBO = technological solution + market need**

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# TBBO: What collaborations do we want to generate?

## Technology-based business opportunities

Technology-based business opportunities come in various forms:

- ⇒ Development of product / technology for a client's particular business challenge
- ⇒ Sale of a product / technology for a market segment
- ⇒ Sale of technological services
- ⇒ Creation of a new technological start-up
- ⇒ Address new geographical markets with a technology adaptation
- ⇒ Set up a new laboratory to offer advanced technological services
- ⇒ Integrate/combine existing technologies to address new market needs






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# TBBO: What collaborations do we want to generate?

**30 alliances / new TBBO** + **10 new strategic alliances**

**20 direct transfer of technology from EU to LA** + **10 Other**

**Definition**: Collaborations involving technology transfer from the EU to LA.

**Example One to one:**

- Creation of a new LA company based on a EU patent or technology.

**Example One to many:**

- The technology of a EU SME is transferred to a LA RTO or innovative SME and a Cluster-approach project is developed (with Government support) to transfer this EU technology to a group of LA businesses

**Example Many to many:**

- Several SMEs from both EU and LA create jointly a new company, based on EU technology

**Definition**: Collaborations which lead to TBBO, but do not necessarily imply technology transfer from the EU to LA.

**Examples One to one:**

- Co-development of technological assets between an EU-SME and a LA-SME.
- Sales of a LA patent / licence in the EU

**Example Many to one:**

- Several LA companies create a company in EU with LA technology

**Definition**: Alliances between European and Latin American agents which have a **multiplier effect** (mainly **many to many**)

**Examples Many to many:**

- A collaboration agreement in which an European sectorial cluster becomes the supplier of specific technologies for concrete Latin American cluster needs in that sector.
- Agreement with certain LA Governments to launch a specific programme aimed at developing Ventures-type capacities* in LA R&I actors and connecting them through a collaboration network between LA "venture-actors" and EU "venture-actors"
- Creation of a laboratory to serve LA companies, based on EU and LA technologies and creation of alliance between laboratories

**Ventures -> Integral management of the commercialisation of technology in the form of industrial property, know-how and participation in tech-based start-ups.*

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# TBBO: What collaborations do we want to generate?

**Transactional (simple) TBBO**

- A sells to B in exchange for value
- The offer is pre-existent

**New TBBO**

- Various players develop a new TBBO based on collaboration, requires a development cycle

**30 alliances / new TBBO:**

- 20 direct transfer of technology from EU to LA
- 10 other

**Multiplying mechanisms**

- Ecosystem + model to systematically generate new TBBO

- 10 strategic alliances

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# TECHNOLOGY BASED BUSINESS OPPORTUNITIES

HOW ARE WE GOING TO GENERATE THESE?

# TBBO: How are we going to generate these?

## Common Framework for TBBO development

GENERATE → MATURE → GROW

### Generate new TBBO

**Objective:**
Create new TBBO by bringing different players together and exploiting synergies. Attract new TTBO through antennas.

**Bring together:**
- Ideas with markets
- Sector with other sector
- Technology with business
- Market with other market

### Mature TBBO

**Objective:**
Consolidate value proposition by dissipating risk.

**Dissipate risk by:**
- Validating concept
- Verifying market interest
- Acquire Technology
- Partner search

### Grow TBBO

**Objective:**
Grow business by addressing new markets.

**Tackling growth with:**
- New commercialization channels
- Address new geographical markets
- Cross-border Joint ventures
- Investments for new developments/adaptations
- Mergers and Acquisitions

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# Thanks for your attention!

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