



The Boost4Health project

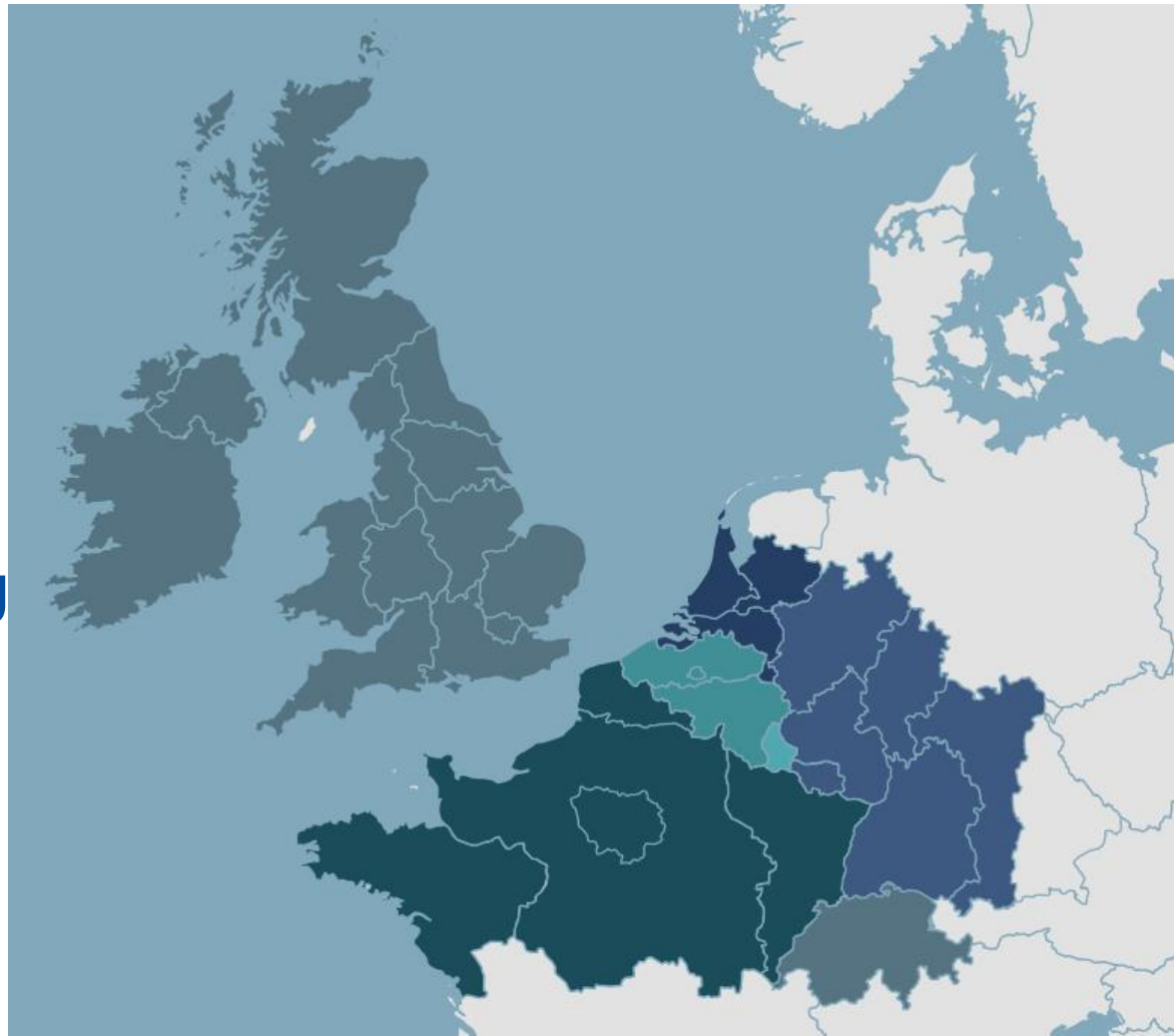
CEBR Annual meeting, Nantes, France, May 13th, 2016

Céline Quéron, ID2Santé



Main features

- A European project with 10 partners
- INTERREG V B North West Europe Programme
- Just starting, ending 2019
- €4.5M total budget



Partners



BOM Business Development & Foreign Investments B.V. (NL)

Great Manchester Business Support Ltd (UK)

Kent County Council (UK)

Ontwikkelingsmaatschappij Oost Nederland NV (NL)

Biocat, la Fundació BioRegió de Catalunya (ES)

Université de Liège (BE)

ID2Santé and Atlanpole Biotherapies (FR)

BioRegio STERN Management GmbH (DE)

Biopeople - University of Copenhagen (DK)

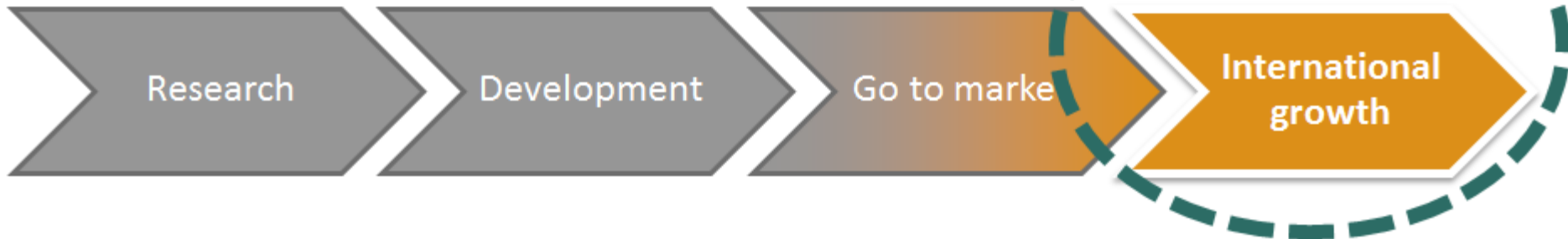
Eurasanté (FR)

Origin of the project

Fa8ilis
Facility Sharing in Life Sciences

 **IN2LIFE
SCIENCES**

Boost4Health



Rationale



Life science SMEs are key to develop innovative products for the health market; and to generate growth and jobs

The health market is not local but global – SMEs need to grow internationally

North West Europe has leading life science clusters which already work actively with regional SMEs

Direct transnational contacts are already available, but a streamlined mechanism is needed to create a hub (a “meta-cluster”)

Supporting SMEs

To grow sustainable business, innovative life science SMEs need to focus on international markets but

- Lack of knowledge on internationalisation
- Big differences in health care systems, cultures, reimbursement, etc.
- Product validation under different regulations

→ Transnational support programme to overcome health market failure and to help SMEs grow internationally in order to increase their TRL levels (to 4-6)

Support programme



- International business growth strategy programme with coaching
 - Target: 450 SMEs engaged (half receiving micro-financing support)
 - € 1,2M micro-funding scheme for SMEs to access international expertise, facilities, partners, financing... [€ 500-7500]
 - European product validation network (clinical trial sites, living labs...)
- **A single contact point in each partner region**
- **An on-line service exchange platform**

Peer support

SMEs benefitting from micro-financing are asked to provide support to other SMEs



Doing something in return

Examples

- An SME can be a “helpline” for a foreign SME who wants to make a few calls with more experienced SMEs
- An SME can present their best practices and lessons learned to peers at international events or online
- An SME can receive relevant foreign SMEs at their facilities to see if there is an opportunity to collaborate
- An SME can provide e.g. three useful contacts for another SME to do business with
- ...

Discussion

- Your opinion/ideas as regards peer support between SMEs?
- Project “closed” (only between partners and geographical restrictions); external “observers”?
- Many inter-cluster projects with support to Life Science/health SMEs: Exchange of good practices? capitalisation?
e.g. ABCEurope, BioXclusters, Transbio SUDOE...

INTERREG SUDOE AREA



With micro-financing (€500-7500), SME may

- Travel to an event to meet potential partners, or directly to another SME or knowledge institute who can be a potential partner
- Join focussed growth acceleration master-classes where experts share their knowledge and best practices to educate and improve SME skills
- Exhibit at international Life Science fairs together with other SMEs
- Get expert advice on how to improve proposition for an international market and how to distinguish from competitors
- Get coaching in developing strategic international business plan, helping decide which countries to approach when and how
- Validate innovative product in one of the field labs of European validation network
- Try out financing platforms such as crowd-funding, H2020 SME instrument, sponsorship etc. to finance the continuation of international collaborations

Technology Readiness Levels

- TRL 0: Idea.** Unproven concept, no testing has been performed.
- TRL 1: Basic research.** Principles postulated and observed but no experimental proof available.
- TRL 2: Technology formulation.** Concept and application have been formulated.
- TRL 3: Applied research.** First laboratory tests completed; proof of concept.
- TRL 4: Small scale prototype** built in a laboratory environment ("ugly" prototype).
- TRL 5: Large scale prototype** tested in intended environment.
- TRL 6: Prototype system** tested in intended environment close to expected performance.
- TRL 7: Demonstration system** operating in operational environment at pre-commercial scale.
- TRL 8: First of a kind commercial system.** Manufacturing issues solved.
- TRL 9: Full commercial application,** technology available for consumers.