Innovation in practise

Case Nano4Sports

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Innovation & the challenge of vitality

Through:
- Q-helix cluster collaboration
  - Sports
  - Business
  - Knowledge
  - Government
- Open innovation
- Support in the innovation funnel
The innovation funnel
GOALS

Develop sensors, data processing, analytics and feedback solutions for sports to:

- Improve performance
- Reduce/prevent injuries
- Motive people to have a more active life
- Increase participation in sports
LOW-POWER SENSOR SYSTEM
BUILDING ON MEDICAL EXPERIENCE OF IMEC
Nano4Sports: 4 use cases

Cycling

Running

Adapted running

24/7 Monitoring
FROM RESEARCH TO REALISTIC APPLICATIONS

- Research labs
- Field labs
- Field

- Controlled conditions
- Semi-controlled conditions
- Realistic conditions

Sports clubs
Marathon
nano4SPORTS & the innovation funnel

Start-ups
SME
Internationals

Business support
Innovation support

Ideate
Design
Develop
Accelerate
Sell

Market
nano4SPORTS & the innovation funnel

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Innovation support

Market
nano4SPORTS & the innovation funnel
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2M Engineering
Nano4Sports
SME innovation projects

Nano4Sports
SME innovation projects

SHIMANO
smart ultrasound solutions
nano4SPORTS & the innovation funnel

Start-ups
SME
Internationals

Ideate ➔ Design ➔ Develop ➔ Accelerate ➔ Sell

Business support
Innovation support

Market

Sport eXperience
Next Move
High Tech XL
nanoSPORTS & the innovation funnel

Start-ups
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Innovation support

Market

BRAINPORT EINDHOVEN
nano4SPORTS & the innovation funnel

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ideate
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Sell

Market

Orange Sports Forum
Sports innovation in practise:

• Create end-user value & business

• Regional strengths:
  o Living labs
  o Knowledge infrastructure
  o Design & Technology

• The Brainport eco-system for business support

Collaboration in the Q-helix:
• Sport
• Knowledge
• Business
• Government
The most innovative marathon of the world........? !
Sports and Technology

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Thank You