Experience Eindhoven: Innovation and value creation for sports and human vitality
Experience Eindhoven: Innovation and value creation for sports and human vitality

- Open innovation cluster: Creating value through smart connections (Rene Wijlens)
- Disrupting sports: Winners and Losers in the era of technology (Arno Hermans)
- Challenges and chances for use of data as driver for innovation and value creation (Steven Vos)
- 040Beweeglab: Living lab Sports & Vitality Eindhoven (Harmen Bijsterbosch)
- Rapid Business Validation (Victor Beerkens)
- Innovation in Practice: example case Nano4Sports (Marc van der Zande)
Introducing the ecosystem:

Creating value through smart connections

René Wijlens
• Clustermanager Sports & Technology
Cluster definition

"A cluster is a geographical proximate group of interconnected companies and associated institutions in a particular field, linked by commonalities and externalities".

(Michael E. Porter)
Why cluster collaboration for innovation in sports?

*EASY ACCESS and EASY CONNECTION…*

- To **combine** different **areas of expertise** needed for innovation (business, customer, technology, ..)

- To **learn** and **be inspired**… new technology, new customer.

- Tackle **common challenges** and **needs**; to strengthen the innovation ecosystem

*Source: IDEO*
Cluster Sports & Technology: located in the heart of Brainport region, the Netherlands

- Brainport region: Leading technology region in Europe
- Open and cross sectoral innovation: sport, society, health, nutrition, design
- Attitude: sharing to multiply
- International network
- Create innovative solutions for societal challenges
We combine the challenge of inactivity....

Lack of exercise contributes to diseases that cost Europe over €80.4bn every year.

Total: €80.4bn

Designedtomove.org; 2012, 2013
... and the sports performance ambition....
Welcome to Brainport
Europe's leading innovative top technology region

.....with the unique regional power .....
To create....

Innovative products, services and environments with:

• Societal Impact: *Increase healthy active lifestyle*
• Sports revenue: *Enhance sport performance; reduce injury*
• Economical Impact: *Create business and jobs*

Collaboration in the Q-helix:

• Sport,
• Knowledge
• Business
• Government
Working together..
Cluster Sports & Technology: creating innovations and business through smart connections

Founded 2005:

- 9 independent SportFieldLabs (living labs) within region
- Excellent Knowledge network
- >100 companies; S&T-Business Club

Supported by Government and societal organisations
Sport FieldLabs.....
Companies...
Some Results (2012-today)

• > 100 **SME innovation projects** with average 60K€ /SME
• Cities involved in urban innovations

• Multiple stake holder **innovation projects**: (>15M€)
  o Profit project: internationalising the field lab concept (6M€)
  o Smart innovation and business (1 M€)
  o Smart sensors applications in sports (4 M€)
  o EU4Sports Cluster Alliance (0,5 M€)
  o The vitality living lab (5 M€)
  o NEXT Move Sporttech (100 K€)

• Events:
  o **Annual Dutch Sports Innovation Conference & Dutch Sports Innovation Award**
  o Matchmaking and inspiration events

• >30 **Start-ups** from innovative ideas
Some results 2012-today:
From innovative ideas to projects, start-ups and business
And more start-ups

Gamification of products

virtual scout for swimmers

Soccer skills

communication horse-rider

Dynamic ultra sound

real time row monitor

empowering legs and body through cycling for disabled
Good Results,

but....

The Story Continues
Cluster partners drive the cluster agenda…
Common agenda 2020: **Strengthen the sports innovation eco-system**
Common agenda 2020:
*Strengthen the sports innovation eco-system*
Common agenda 2020: Strengthen the sports innovation eco-system

- Create value and business

- Strengthen:
  - Living labs
  - Data infrastructure
  - Research

- Brand the eco system
Cluster Sports and Technology: International position

Part of a European Network for Sport Innovation:
Challenges in Q-helix cluster collaboration

- **Homogenous-heterogeneous partnership**
  - Provides *inspiration* but also *tension*
  - Creates *focus* but also opens up to *interesting cross overs*

- **Synchronity-asynchronity of goals**
  - “Time to market” perspective differs for each type of cluster partner
  - Culture
Critical success factors

- Start from **proven excellence**
- Benefit from the **Q-helix approach**; incorporate the end user
- **TEAM**
  - Open innovation
  - Share, give and take
  - Focus on **result**; create joined agenda with individual drive

**Note:**
Collaboration is between people rather than between organizations
Cluster management is **not** the director of the play.
“Sport has the power to change the World”
(Nelson Mandela)
Innovation and Cooperation is the engine....

Thank You
For further information

www.epsi.eu
Wijlens@sportsandtechnology.com
info@epsi.eu / assistant1@epsi.eu

www.sportsandtechnology.com
Wijlens@sportsandtechnology.com
info@sportsandtechnology.com