



# ELAN

European and Latin American  
Technology based Business Network

## ELAN Network

[www.elannetwork.org](http://www.elannetwork.org)



# Objective

**General Objective in ELAN Network:** Increase and diversify the European Union's economic presence in Latin America, by generating sustainable collaboration initiatives among R&I actors in which knowledge is transformed into equitable socio-economic development

**Specific Objective ELAN Network:** Establish a **European and Latin American self-sustainable Network (ELAN) of research and innovation (R&I) actors**, in order **to promote lasting partnerships; to share knowledge and generate technology transfer, in particular in areas aligned with European applied research;** and to increase SME competitiveness through the generation of technology-based business opportunities.

**It will materialize in alliances, partnerships and technology-based businesses between Europe and Latin America**



This project is funded  
by the European Union

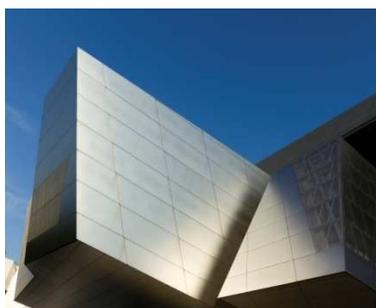


# SECTORS

Focused on the following sectors



**RENEWABLE  
ENERGY**



**NEW MATERIALS**



**ICT**



**BIOTECHNOLOGY  
BIOECONOMY**



**HEALTH**



**ENVIRONMENTAL  
TECHNOLOGY**



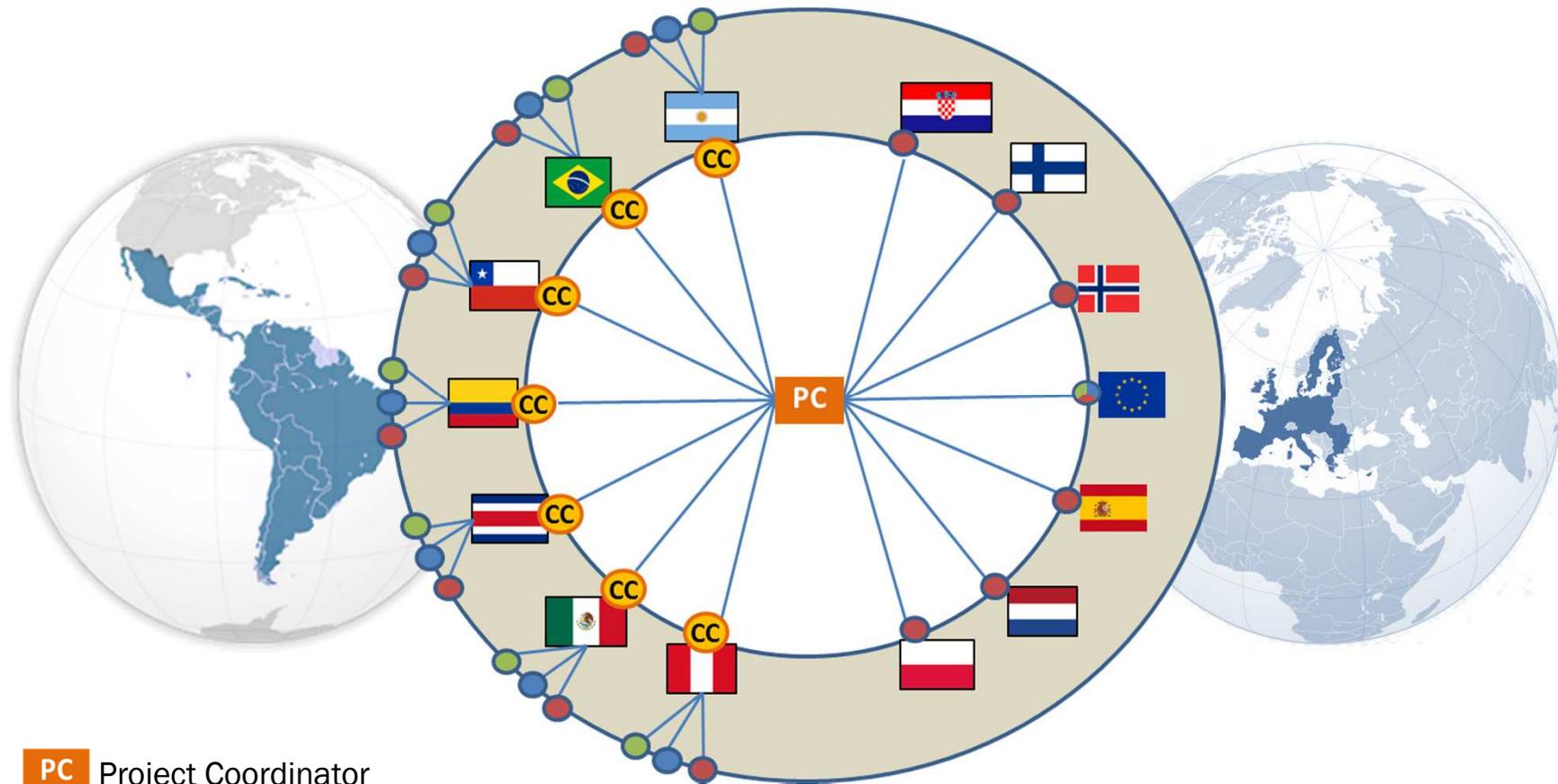
**NANOTECHNOLOGY**



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# CONSORTIUM = FIRST MEMBERS OF THE ELAN Network



**PC** Project Coordinator

**CC** Country Coordinator

**●** Knowledge & Technology Based Organisations (K&T)

**●** Business Support Organisations (BSO)

**●** Public Sector

# CONSORTIUM = FIRST MEMBERS OF THE ELAN Network

## European partners



- ERRIN – European Regions Research & Innovation Network
- JIIP – Joint Institute for Innovation Policy
- Ruder Boskovic Institute – Croatia
- SINTEF - Norway
- Technology Partners – Poland
- TNO - Netherlands
- TECNALIA – Spain
- VTT – Finland

# CONSORTIUM = STARTING MEMBERS OF THE ELAN Network

## LAC partners

	K&T	Public Sector	BSO
ARGENTINA	 Universidad Nacional de La Plata	 Instituto Nacional de Tecnología Industrial	 Confederación Argentina
BRAZIL	  USP  VIT  Faculdade de Ciências Farmacêuticas de Ribeirão Preto - USP		 ANDROTEC
CHILE	 CENTRO DE INNOVACION UC ANACLETO ANGELINI	 sueña emprende crece	 SOFOFA Centro de Innovación y Emprendimiento
COLOMBIA	 tecnalia Colombia	 tecnnova Conectamos Universidad Empresa Estado	 innpulsa Colombia
COSTA RICA	 EARTH UNIVERSITY	 CONICIT	 CeNAT® Centro Nacional de Alta Tecnología
MEXICO	 INSTITUTO POLITÉCNICO NACIONAL IPN		 adiat
PERU	 Instituto Tecnológico de la Producción	 CONCYTEC	 SOCIEDAD NACIONAL DE INDUSTRIAS

 COUNTRY COORDINATOR

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 ELAN

# TECHNOLOGY-BASED BUSINESS OPPORTUNITIES

WHAT COLLABORATIONS DO WE  
WANT TO GENERATE?



# TBBO: WHAT COLLABORATIONS DO WE WANT TO GENERATE?

## Technology-Based Business Opportunities (TBBO)

- 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**

# TBBO: WHAT COLLABORATIONS DO WE WANT TO GENERATE?

## Technology-Based Business Opportunities (TBBO)

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



# TECHNOLOGY BASED BUSINESS OPPORTUNITIES

HOW ARE WE GOING TO  
GENERATE THESE?



# TBBO: HOW ARE WE GOING TO GENERATE THESE?

## Maturity of the TBBOs:



### Generate new TBBO

**Objective:**

Create new TBBO by bringing different players together and exploiting synergies. Attract new TBBO 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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# TBBO: HOW ARE WE GOING TO GENERATE THESE?

Activities supporting the generation and development of TBBOs



## Capacity building

- ★ Info Day
- ★ Best practices workshop
- ★ Training course
- ★ Best practices workshop
- ★ Training course on IP Management
- ★ Training course on Internationalisation
- ★ Best practices workshop

## Foster collaborations

- Co-creation Session
- PPP Event
- Thematic and Sectorial Workshops
- Technical mission
- Technology Brokerage
- Business Partnership Event
- Thematic and Sectorial Workshops
- Thematic Workshop
- Investment Forum

## Other tools

- Opportunity Map
- Partner identification Platform
- Technology identification
- Business Canvas
- Partner identification Platform
- Funding Mechanisms identificarion
- Internationalization Plan
- Elevator Pitch preparation

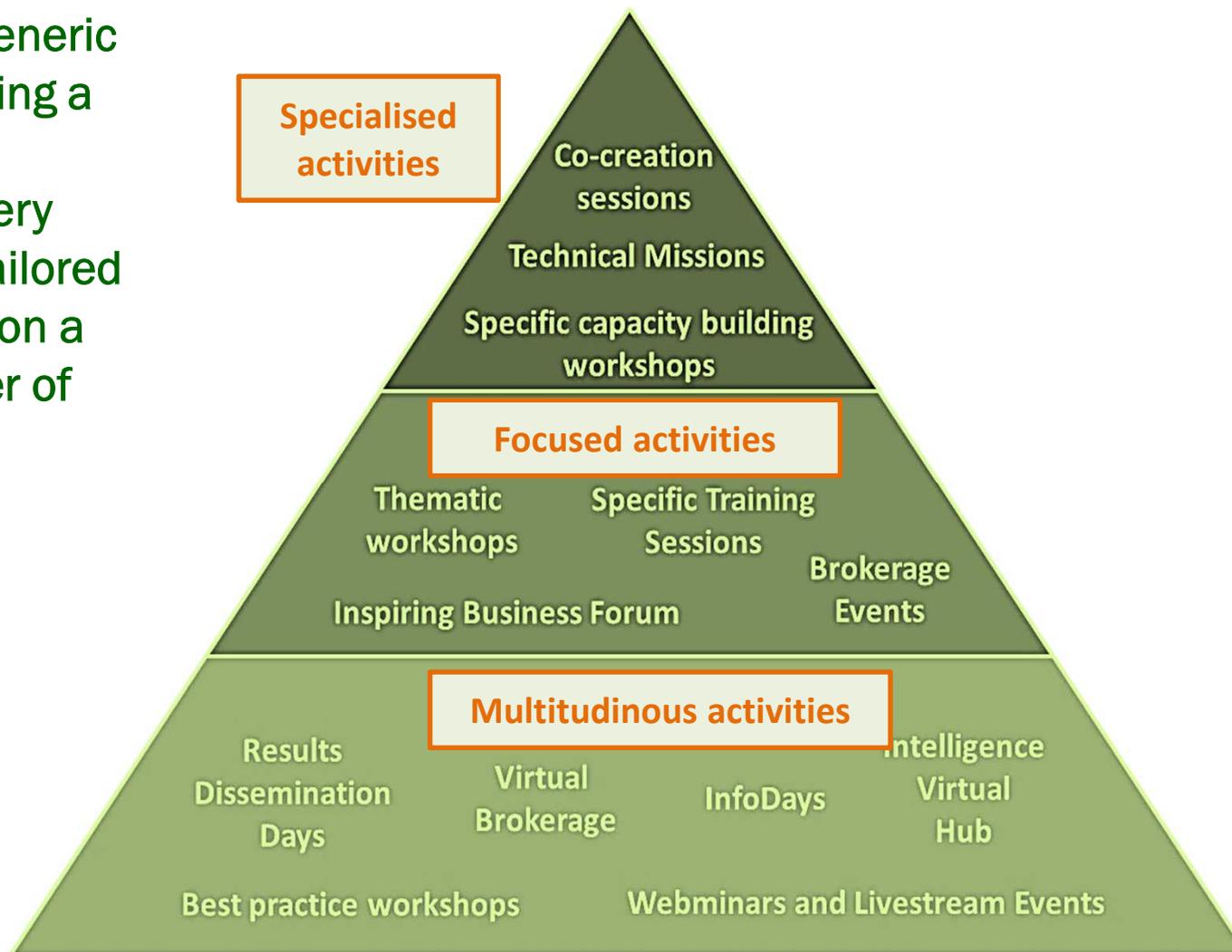


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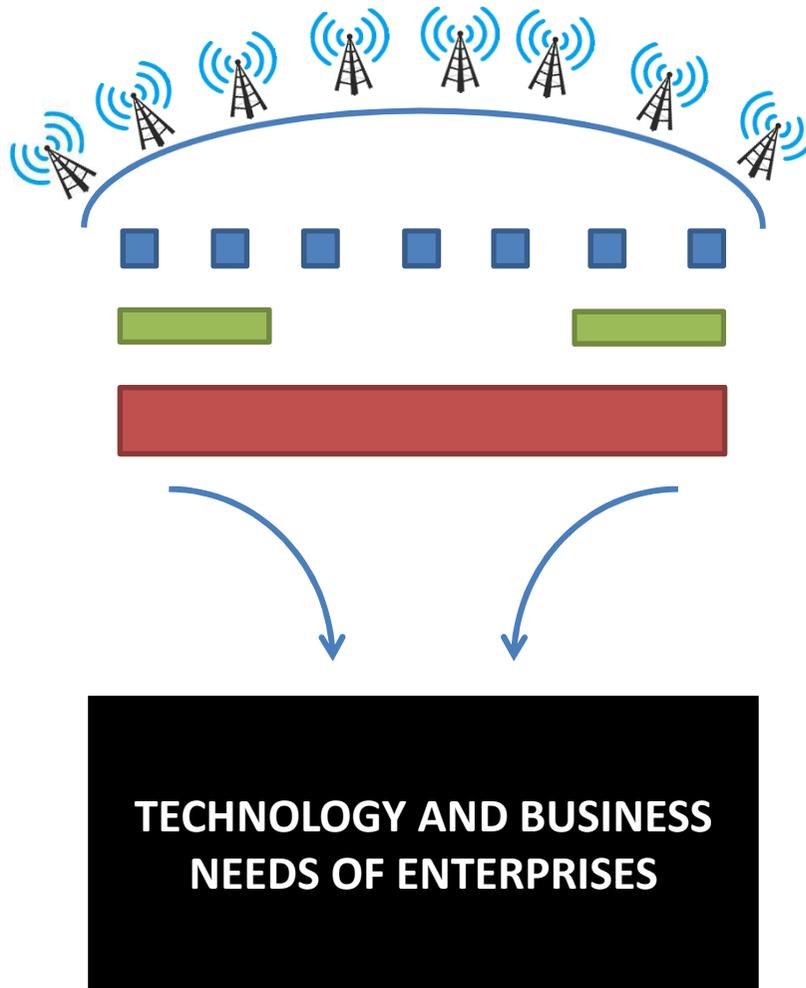


# TBBO: HOW ARE WE GOING TO GENERATE THESE?

Ranging from generic activities targeting a high number of companies to very specialised & tailored activities focus on a reduced number of SMEs.



# TBBO: HOW ARE WE GOING TO GENERATE THESE?



**31 PARTNERS IN THE EU & LAC  
THE NETWORK WILL GROW UP TO  
~100 MEMBERS**

**7 EVENTS / YEAR IN LAC**

**2 TECHNOLOGICAL MISSIONS / YEAR IN EU**

**PERMANENT PERSONALIZED ATTENTION**

**2015-2017 +**



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# 2015 EVENTS IN LATINAMERICA

## Events in LAC

They have a duration of 3 days and consist of the following sessions:

- ⇒ Co-creation sessions to generate business opportunities, identifying synergies based on the strengths of the participating companies (in principle from various sectors)
- ⇒ Presentations of technological solutions to groups of companies with previously identified common needs
- ⇒ Technology investment forums
- ⇒ Technology Brokerage: explore innovations in combining existing technologies developed for other sectors.
- ⇒ Sessions where business opportunity promoters present their ideas looking for partners and funds to complete their development.
- ⇒ Training sessions and thematic workshops on relevant aspects of technology transfer to other countries



# 2015 EVENTS IN LATINAMERICA

## 2015 Event Calendar

OCTOBER						
Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

NOVEMBER						
Mo	Tu	We	Th	Fr	Sa	Su
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

COUNTRY	SECTOR
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	MEXICO	Biotechnology (Health, Environment, Agrifood)
	BRAZIL	ICT, Renewable Energy, Environmental Technology
	COLOMBIA	ICT, Renewable Energy, Biotechnology & Bioecconomy
	CHILE	Renewable Energy
	PERÚ	ICT
	COSTA RICA	Nanotechnology and Biotechnology



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# 2015 EVENT IN THE EU

ELAN Network organises a Technological Mission in **Brussels 7-11<sup>th</sup> December**. This will be a unique occasion to gather institutions from the European and Latin American Innovation Ecosystems in the framework of the "**7<sup>th</sup> European Innovation Summit**" in order to promote networking, sharing experiences and ultimately generate concrete partnerships which lay the foundations for supporting the co-generation and development of TBBOs.

## GOALS:

- Boost cooperation between governments of EU and LAC to define and deploy policies and programs of technology and innovation and its transfer to the market
- Create (or lay the foundations to create) programs to support the creation and development of TBBO between SMEs in EU and LAC, e.g. bilateral programs, cooperation programs and exchange programs.
- Identify and coordinate existing programs
- Disseminate and share the actions of the various players involved, promote networking and exchange experiences in this area
- Build Strategic Alliances with a multiplier effect

## TARGET AUDIENCES:

- Public administrations of EU and LAC to define and deploy policies and programs of technology and innovation and its transfer to the market
- European Members of Parliament
- Major agents of RIS3 strategies in Europe and LAC regions
- Business support organizations (Chambers, clusters, business associations)
- Technology centers and other entities capable of pulling technology-based businesses



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