

INVITATION

ADDED VALUE SERVICE MARATHON



AEROSPACE, ENERGY AND CREATIVE
INDUSTRIES AS CATALYST FOR
BIOTECHNOLOGY, ICT AND MEDICAL DEVICES
FOR HEALTH INNOVATION

Malmö, Sweden- May 14th, 15th 2019

Have you **already applied** to H2020 Instrument for SME?

Have you already **got funded** by H2020 Instrument for SME?

Are you **preparing a proposal** for H2020 Instrument for SME Phase II?

Do you have **no experience** yet in H2020 Instrument for SME?

If the answer to any of these questions is

YES

Then, you should attend the **Added Value Service Marathon**

Why?

Because you will learn how to reach the mark **to get funded**

Because your project's **market fit and route to market** will be reinforced

Because you will discuss about your project with **potential clients and channels**

How?

1. Through a series of **key-note speeches** and interactive **co-creating activities** based on the **learning-by-doing** method working **hand in hand with experts** about:
 - Integral R&I project building and how does it impact opportunities for success
 - Reinforcing the project's market fit and competitive positioning
 - Market segmentation and business modelling
 - Potential market size calculations and market targets refinement
2. Through a **demo session and networking** with hospitals, investors, foundations, etc.
3. **AND** participating into remote **evaluation session with experts and H2020 evaluators** for all participating SMEs



Added Value Service Marathon AGENDA

DAY 1: TUESDAY 14th MAY

13:00 – 13:30	Registration	BIOTECYL & RTDI
13:30 – 14:00	Welcome and Introduction to C4H	NHT
	<ul style="list-style-type: none"> - Welcome and presentation of C4H Project - Explanation on logistics and event agenda 	NHT BIOTECYL/RTDI
14:00 – 15:00	PLENARY SESSION: C4H SERVICES	NHT
15:00 – 17:30	<p style="text-align: center;">Pitch/ Demo session</p> <ul style="list-style-type: none"> - Awarded SMEs are invited to pitch their projects / Demo technology to the audience 	AWARDED SMEs
17:30 – 19:00	NETWORKING COCKTAIL	

DAY 2: WEDNESDAY 15th MAY

09:00 – 10:00	PLENARY SESSION: IPR ISSUES	KEY NOTE SPEAKER (TBC)
10:00 – 10:30	WELCOME / NETWORKING COFFEE	
10:30 – 13:30	PARALELL SESSIONS	
	R&I PROJECT MARATHON (RTDI)	C4H SERVICES MARATHON (Partners)
	<p style="text-align: center;">INTEGRAL R&I PROJECT BUILDING TOWARDS SUCCESS IN MARKETS AND EU FUNDING PROGRAMMES</p> <p style="text-align: center;">Key-note speech:</p> <ul style="list-style-type: none"> - What is integral R&I project building and how does it impact opportunities for success? How can I do it: Which steps I need to go through and which tools do I have available? (Eva García, RTDI) <p style="text-align: center;">Interactive activities:</p> <ul style="list-style-type: none"> - Co-creation session over idea concept (awarded SMEs working hand in hand with experts). Reinforcing the project's market fit and competitive advantage. 	<p style="text-align: center;">PRESENTATIONS OF C4H SERVICES</p> <p style="text-align: center;">Presentation of C4H Added Value Services offered by partners and providers (fare-trade and face2face meetings)</p>
13:30 – 14:30	LUNCH	
14:30 – 15:30	PLENARY SESSION: CERTIFICATION/REGULATION	KEY NOTE SPEAKER (TBC)
15:30 – 18:00	<p style="text-align: center;">INTEGRAL R&I PROJECT BUILDING TOWARDS SUCCESS IN MARKETS AND EU FUNDING PROGRAMMES (on-going)</p> <p style="text-align: center;">Key-note speech:</p> <ul style="list-style-type: none"> - How to calculate the potential market size and refine targets. Market segmentation and business modelling (Eva García, RTDI) <p style="text-align: center;">Interactive activities:</p> <ul style="list-style-type: none"> - Co-creation session over business strategy (awarded SMEs working hand in hand with experts). Reinforcing the project's route to market. 	<p style="text-align: center;">ADVANCING ON C4H SERVICES</p> <p style="text-align: center;">Presentation of C4H Added Value Services offered by partners and providers (fare-trade and face2face meetings)</p>
18:00 – 18:30	<p style="text-align: center;">PLENARY SESSION:</p> <ul style="list-style-type: none"> - Final wrap up, conclusions and farewell 	NHT/BIOTECYL

Evaluation session with experts/H2020 evaluators (This session will take place remotely).



Venue:

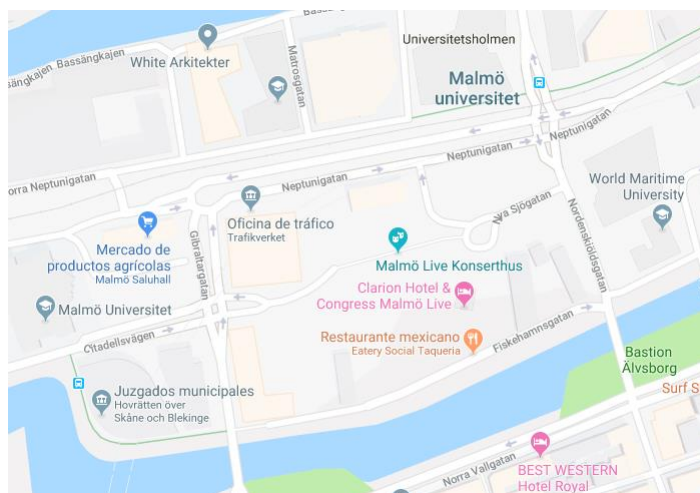
The event will be held in [Clarion Hotel & Congress Malmö Life](#), Dag Hammarskjölds torg 4, Malmö.

Registrations:

If you are interested, please write an email to: projects@biotecyl.com

Contact:

projects@biotecyl.com



More information:



Web: <http://www.cross4health.eu/>



Facebook: @Cross4Health



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LinkedIn Group: Cross4Health