Living Labs and SMEs

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Four Strategic Research Centers in Flanders

- **NanoTech** °1984
  - 1800 people
  - 50 mio funding
  - 300 mio total revenue

- **CleanTechnology** °1991
  - 800 people
  - 36 mio funding
  - 90 mio total revenue

- **Life sciences** °1996
  - 1200 people
  - 46 mio funding
  - 68 mio total revenue

- **Digital Technologies** °2004
  - 1000 people
  - 26 mio funding
  - 40 mio total revenue
380+ PROJECTS with industry

1,000+ PARTNERS in the iMinds ecosystem

40 mio TOTAL REVENUE

50+ START-UPS from the iMinds incubation programs

800+ RESEARCHERS

1,000+ PUBLICATIONS on a yearly basis
Addressing top priorities with digital innovation

- Broadcast, Print & on-line
- Production & Gaming companies
- Patient-centric Care & Wellbeing
- Hospital MedTech & Pharma Lifesciences
- Smart Grid Networks with security & resilience
- Residential Smart Homes & electrical cars
- Residential digital applications & mobility
- City infrastructure & e-City
- New production (3D printing, robotics) & logistics
- Virtual factory, thorough optimization & automation
Major problems for SMEs today

- How to get to know the future user needs and behavior?
- How to come up with the right business model?
- How to come up with innovative services and features?
- How to take advantage of Future Internet?
- How to do business beyond my national border?
A Living Lab is..

- a real-life test and experimentation environment
- where users and producers co-create innovations
- in a trusted, open ecosystem that enables business innovation
iLab.o: the iMinds Living Lab

- 2003-4: First Living Lab projects
- 2006: First Wave of European Living Labs
- Now: Top-5 EU Living Lab in terms of # dedicated LL researchers and LL projects
- 3 focus areas: media, health, smart cities
The iLab.o toolbox: 5 unique assets

Panel Management
We'll find and motivate your test-users

Living Lab Methodology
We provide the right back-office tools for a living lab project – e.g. LLADA

Prototyping & testing
We'll model a rough idea into a usable app for daily life and test it through

Simulate Your Business
Co-design of collaborative business model on the fly

European Network of Living Labs
Gateway to 300+ Living Labs

Importance of validated toolbox!
iLab.o Living Lab Output

- adoption potential estimation
- willingness to pay
- business model simulation

- ambassador identification
- real life contextualization
- needs & wants, drivers & barriers

- concept co-creation
- feature roadmap
- user experience

Business

Marketing

Product
The iLab.o track record: impact and results

<table>
<thead>
<tr>
<th>More accurate market potential</th>
<th>Unexpected products &amp; solutions</th>
<th>Boost in business &amp; innovation opportunities</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
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- Adoption & WTP
- User Behaviour Change
- Co-design
- Crowdsourcing
- Local opportunities
- Opportunities beyond borders
More accurate market potential: DVB-H mobile television (2007)

Finland, Traditional User Survey
2006: good potential
2007: launched but no success
2012: all DVB-H operations stopped

Flanders, PSAP LL method
2007: weak potential
2007: launch cancelled

41% = Innovators + Early adopters + Early majority

Finland: survey
Flanders: survey
Flanders: PSAP LL
Innovative Crowdsourcing and co-design: iCity Living Lab (2006)

Opera Mobile browser, around 2005

Vodafone Live, around 2005
Innovative Crowdsourcing and co-design: iCity Living Lab (2006)

Apple iPhone, °2007
Innovative Crowdsourcing and co-design: iCity Living Lab (2006)
Mobile Vikings is an online mobile operator that offers a prepaid full option formula focused on mobile data.

**FULL OPTION**
Having it all: Calling, SMses and data

- 2 GB Mobile Internet
- 1000+1000 SMses
- 1h / day Free calls
- 0,14 , 0,20 or 0,24 Calling rate

**DATA ONLY**
Just data: bits and bytes

- 2 GB Mobile Internet

valid for one month

Prepaid with the benefits of postpaid!
All our SIM cards are micro SIM compatible.

see all our benefits »
Only fraction of European SMEs do business across national border
We helped SMEs run a Living Lab test abroad and observed impact on turnover
Significant boost in international turnover of participating SMEs
Boost in business & innovation opportunities: Living Labs for foreign SMEs (2009-2012)

Preferred mode of entry in International Markets for SMEs
iMinds Living Lab Research tailored to SME needs

- explore
- test
- evaluate

environmental scanning
user analysis

user behavior community of practice (direct user feedback)

market roadmap business simulation

In 2012, 20 new SMEs engaged in small-scale Living Lab projects, which provide early potential assessments for innovations or input to R&D development roadmaps and business models.
Zoek dienstverlener: detail beoordelingen

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Beoordelingen voor pijler Technologieverkenning

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FI-PPP Configurations: Multi-Entry Point Business Models
Entry Point #1 to the FI-PPP Ecosystem

- Cross-domain cooperation to develop and provision end-user services to business via B2B services/apps
- Case FINSENY: aggregator platform to reduce complexity in mgmt & operation of electricity network, with e-market place for energy
- Actor 6 (e.g., SME, web entrepreneur) develops a B2B application for Grid Owners (Actor 7), with operational viability depending on SEs & GEs by Actor 5, Actor 4, Actor 3, and Actor 1
Entry Point #2 to the FI-PPP Ecosystem

- SE providers harmonize licensing and enabler sharing mechanisms across FI-PPP so that SMEs and Web Entrepreneurs can develop niche service offerings for their customer base.
- Case Smart Agrifood Project: new Application Developers can make use of its SEs to develop Smart Farming Services.
- Actor 6 builds domain-specific services/applications for its customers. In this configuration, Actor 5 with SE cooperates with other domain SE providers to provide basic building blocks for mobile applications for Agribusiness.
Entry Point #3 to the FI-PPP Ecosystem

- Direct access to applications and services composed using GEs only
- Case FIWARE: aims with Open Innovation Lab and GE design choices at engaging 3rd Party Application Developers that can make use of GEs to develop applications directly
- Actor 7 (application provider) leverages on GE capabilities of the FI Core Platform to develop services and applications for its customers. For business viability of such a configuration, Actor 1 (Owner of GE Chapter) and Actor 2 (part Owner of GEs) need to establish packaging and licensing rules.
Challenges

- Low entry barriers for application developers is crucial
  - Partly these entry barriers relates to costs (e.g. licence fees)
  - Ease of finding information about platforms and platform components (GE, SE etc.) availability of SDKs

- FI-PPP should accommodate for rapid configuration of end-to-end solutions
  - Generating automated SLAs and Licensing for usage of Generic and Specific Enablers would enable application developers to configure and package their service dynamically

- FI-PPP needs to facilitate for application developers to extract a fair share of the value being created
  - better revenue sharing models
  - Expand the market (establishing markets places – finding customers, e.g. in form of application stores)

- Sustainability and Usage of the FI-PPP platform/GEs/SEs
Thank you!

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