288734

SMARD

European Support Framework on Networked Media R&D for SMEs

FP7-ICT-2007-7
Coordination and Support Action
Activity 1.5: Networked Media and Search Systems

Work Package 4:
Dissemination

Deliverable 4.4.6:
Report on final conference supplemented by report on Heidelberg Innovation Forum

Due date of deliverable: March 2013

Actual submission date: 22 April 2013
Responsible Partner: MFG Baden-Württemberg

Start date of project: 01.09.2011   Duration: 19 months

DOCUMENT HISTORY

Project co-funded by the European Commission within the Seventh Framework Programme		
Dissemination Level		
PU	Public	x
PP	Restricted to other programme participants (including the Commission)	
RE	Restricted to a group specified by the consortium (including the	
CO	Confidential, only for members of the consortium (including the Commission Services)	

PURPOSE OF THE DOCUMENT

This document reports about the final conference of the SMARD project. It comprises general facts such as agenda and participants, main outcomes as well as the communication reporting.

The final conference of the SMARD project took place in the framework of the pitching event Heidelberg Innovation Forum. Thus, this report will be supplemented by a report on the Heidelberg Innovation Forum.

1 Programme

1.1 General course of action

The SMARD Final Conference took place in the framework of the 12th Heidelberg Innovation Forum which was celebrated as a two day European matchmaking event on the topic "The Mobile Ecosystem". The Heidelberg Innovation Forum is a matchmaking platform bringing together ICT researchers, market players and investors in the early phases of innovation since 2005. It supports start-up financing, licensing and R&D cooperation and has been chosen as ideal co-located event to the SMARD Final Conference as it allowed for the combination of the strategic conference "From Research to Innovation in the Digital Media Sector" (=SMARD Final Conference) with an established pitching event. On the first day (19 March), researchers and startups received tailor made coaching on business and financial models as well as on their pitching techniques. In the evening of 19 March, the pre-event (Programme see annexe 1) allowed the researchers and startups to meet investors, business angels and representatives of SMEs and corporates.

This pre-event served as kick-off for the main part of the event – the Conference "From Research to Innovation in the Digital Media Sector" and the pitching event on 20 March. An impression of the event can be gained on youtube:

http://www.youtube.com/watch?feature=player_embedded&v=ItEh5xZjzuc

All photos can be viewed here:

http://www.flickr.com/photos/mfg_innovation/sets/72157633087253264/

The programme at a glance:

19 March	20 March
9:00-18:00 Coaching Day	9:00-12:30: Conference „From Research to Innovation in the Digital Media Sector"
	13:30-18:00 Pitching Event
19:00 Pre-Event powered by SMARD	19:30 Gala Dinner

Heidelberg Innovation Forum 2013

1.2 Conference "From Research to Innovation in the Digital Media Sector"

The morning session on 20 March started with the strategic conference "From Research to Innovation in the Digital Media Sector" where the SMARD consortium presented the main results of the project with a particular focus on:

- Survey Report on RDI Needs of SMEs in the Digital Media Industry and the Web Economy (Del 1.3)
- Guidelines on Networked Media R&D Commercialization (Del 2.3)
- Strategy for SME driven Research on Networked Media R&D (Del 3.5).

After the presentation of the project results, tech transfer experts, representatives of research projects and of investor networks discussed these outcomes in an interactive panel discussion. As transition between the strategic conference and the pitching event in the afternoon, the keynote was held by Laura Kilcrease (Triton Ventures).

The complete programme of the Conference „From Research to Innovation in the Digital Media Sector" was as follows:

Time	Session	Speaker
09:00 – 09:15	Challenges of Technology Transfer in European Research	Dr. Jürgen Jähnert (MFG)
09:15 – 09:45	Bridging the Gap Between Research and Innovation	Viorel Peca (DG Connect, European Commission)
09:45 – 10:00	RDI Needs of SMEs in the Digital Media Industry and the Web Economy	Robert Eckhoff (Salzburg Research Forschungsgesellschaft)
10:00 – 10:15 Coffee Break		
10:15 – 10:45	Strategic Roadmap Towards Better Exploitation of EU Research Outcomes	Sven de Cleyn (iMinds) Michela Pollone (CSP - Innovazione nelle ICT)
10:45 – 11:45	Panel Discussion on RDI Commercialization in the Digital Media Sector	Facilitator: Dr. Jürgen Jähnert (MFG) Viorel Peca (DG Connect, European Commission) Peter Stollenmayer (Eurescom) Thierry Baujard (Media Deals) Prof. Dr. Helmut Wittenzellner (Stuttgart Media University)
11:45-12:30	Keynote: Venture Capital – The US Perspective	Laura Kilcrease, Triton Ventures

Besides the speech of Viorel Peca, highlights of this strategic session in the morning of 20 March were the panel discussion where experts discussed the SMARD results and their potential implementation for improving RDI Commercialization in the Digital Media Sector. Amongst others, they touched upon the following topics:

- Coupling research to innovation / Preparation of Horizon 2020,
- Particularity of commercializing research results in the digital media sector,
- Commercialization routes and strategies for European research projects in the digital media field.

The subsequent keynote of Laura Kilcrease gave participants insights into the US Perspective of Venture Capital. Laura Kilcrease is founder and managing director of Triton Ventures, LLC, a Texas based venture capital fund investing in spinout and early-stage technology companies. In her speech, she touched upon the following topics:
- U.S. Deals and Trends
- U.S. Fundraising and Funds
- Stages of Investment

- Exits
- Early Stage (Angel and Crowd Funding)

1.3 Pitching event for researchers, startups and entrepreneurs from all over Europe

Under the topic "The Mobile Ecosystem", 20 researchers, startups and first time entrepreneurs presented their business ideas to a European audience consisting of investors, company representatives, coaches and tech transfer experts.

The agenda was the following:

Early Stage I	Advanced Stage I
Facilitator: Thomas Prexl, Technologiepark Heidelberg	Facilitator: Stefanie Springer, bwcon
1 GamePix *Valerio Pullano, GamePix, Italy*	11 glowble *Martin Schaarschmidt, Inspirationlabs GmbH, Germany*
2 Discordia *Diego Luca Candido, Discordia, Italy*	12 Manage mobile contents & apps in your organization *Linda Theis, SYSTAG Systemhaus GmbH, Germany*
3 Mobile Garden *Christian Atz, Mobile Garden UG, Germany*	13 Netmara *Kaan Bingol, Inomera Research, Turkey*
4 Once Upon a time - Reloaded *Karim Stoumann, Kajo Media, Denmark*	14 myData under myControl *Marcel Donges, Cquadrat GmbH, Germany*
5 Tinnitracks *Jörg Land, Sonormed GmbH, Germany*	15 Match Rider *Alfred Swartzbaugh, Match Rider UG, Germany*

Early Stage II	Advanced Stage II
Facilitator: Corinna Thumm, Cyberforum	Facilitator: Andreas Linnet Jessen, Center for Cultural and Experience Economy
6 EmoCityMap *Hartmut Gündra, geomer GmbH, Germany*	16 Progressive 3D *Sven Schreiber, Progressive 3D GMBH, Germany*
7 Smartpark *Angela Micocci, Zentech s.r.l., Italy*	17 Atooma *Andrea Meriggioli, Atooma, Italy*
8 TouchEat *Alexander Walger, Germany*	18 Equal Education for Everyone *Harri Ketamo, Eedu Ltd., Pori, Finland*
9 InstApp *Benedek Kiss, ATTRECTO Zrt., Hungary*	19 City Gaming *Christoph Hafner, Unaymedia, Spain*
10 marbleverse *Roland Sigmond, marbleverse GbR, Germany*	20 Hercules Filmnetwork *Roman Tolic, Hercules Filmnetwork, Austria*

2 Number of participants

- 69 participants in Pre-event, 19 March 2013
- 103 participants in Conference "From Research to Innovation in the Digital Media Sector", 20 March 2013
- 114 participants in Pitching event, 20 March 2013

The participants lists can be found in annexe 2.

3 Marketing and press activities

The following marketing and press activities have been undertaken:

Mailings		Date	Recipients
	Call for Proposals (Germany)	20.09.2012	10265
	Call for Proposals (international)	26.09.2012	1118
	Call for Proposals Reminder (Germany)	12.12.2012	5971
	Call for Proposals Reminder (international)	13.12.2012	3631
	Invitation to Conference and Pitching (Germany)	10.01.2013	4606
	Invitation to Conference and Pitching (international)	10.01.2013	1823
	Invitation to Investors	10.01.2013	485
	Invitation to academic partners to Conference	25.01.2013	1044
	Invitation Reminder (Germany)	22.02.2013	4242
	Invitation Reminder (international)	22.02.2013	447
	Invitation Reminder Investors	22.02.2013	1814

Press releases published		
	Call for proposals	11.01.2013
	Press release announcing SMARD Final Conference / Heidelberg Innovation Forum (DE/EN)	19.02.2013
	Press release summarizing main outcomes of Final Conference / Heidelberg Innovation Forum (DE/EN)	21.03.2013

Print material		Date
Flyer	Print and online: http://www.heidelberger-innovationsforum.de/fileadmin/_heidelberger/downloads/HDI_Maerz_13/Flyer_HDI.pdf	05.03.2013
Brochure	Print and online: http://www.heidelberger-innovationsforum.de/fileadmin/_heidelberger/downloads/HDI_Maerz_13/Expose_Final.pdf	14.03.2013

Video and photos of the final conference can be found here:

http://www.youtube.com/watch?feature=player_embedded&v=ItEh5xZjzuc

http://www.flickr.com/photos/mfg_innovation/sets/72157633087253264/

4 Evaluation

The evaluation of the event has been completed by 20 participants. The analysis can be found in annexe 3.

From the SMARD project point of view, the following points are seen as positive results of the event:
- 103 participants in the Conference "From Research to Innovation in the Digital Media Sector"

- Truly European pitching event: 41 applications from 11 European countries, 20 presentations of researchers and founders from 8 countries
- Presence of 20 investors
- Stakeholders from policy level, academia and business in audience of conference and pitching event
- Discussion on twitter wall shows great interest in SMARD results:
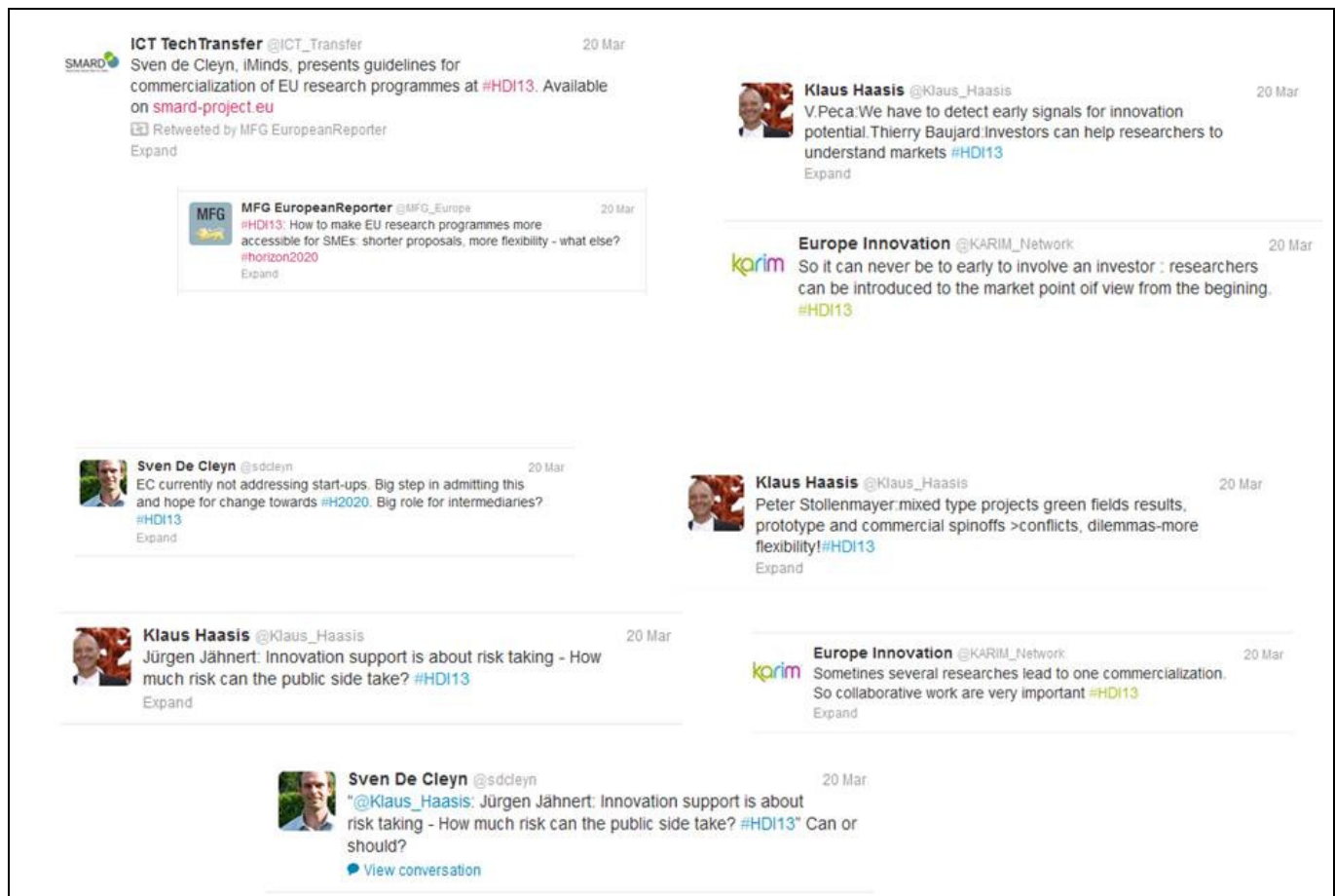

Figure 1 Summary of tweets on SMARD Conference

Room for improvement:
- Although the call for proposals has been widely spread amongst European research projects in the networked media field (cooperation with project officer, personal talks to research projects on several occasions such as NEM Summit, two Emailings), no FP7 Networked Media Research projects has handed in an application. This underlines that more pressure (e.g. as part of contract) is necessary in order to stimulate commercialization from EU research projects.

5 List of annexes

- Annexe 1: Agenda Pre-Event, 19 March 2013
- Annexe 2: Participants Lists (Pre event, conference "From Research to Innovation in the Digital Media Sector", Pitching event)
- Annexe 3: Evaluation of event

AGENDA | 19.03.2013

19.00 Registration

19.15 Tour **Center for Creative Industries**
Frank Zumbruch
(City of Heidelberg's Commissioner for Creative Industries)
Meeting Point: Registration

20.00 Welcome
Klaus Haasis (MFG Public Innovation Agency for ICT and Media)
Stephan Weber (formAD e.V.)

20.10 Keynote **Design Thinking**
Johan Christiaan Peters (SAP)

21.00 Get-Together
Enjoy drinks and snacks in the lounge "Tapete"

ONLINE

- heidelberger-innovationsforum.de
- smard-project.eu
- famefinancing.org
- formad.de
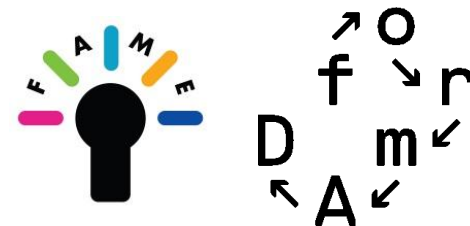- facebook.com/FeuerwacheHeidelberg

PRE-EVENT

HEIDELBERG
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powered by:

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Networked Media R&D for SMEs

in cooperation with:

Ehemalige Feuerwache
Emil-Maier-Straße 16 | Heidelberg

Location **Ehemalige Feuerwache**

The former fire department in the Emil-Maier-Straße has served as the provisional home for the municipal theater and orchestra between 2009 and 2012.

It is now planned to become a Center for Heidelberg's Creative Industries, offering 4.500 m² of affordable space for creative businesses.

At first there will be a five-year-long test run after which the impact of the project is evaluated and the city council will decide about its future.

So far, among others, several musicians, artists, photographers, designers, filmmakers, a software company, an agency for urban development and a booking agency have moved into the Emil-Maier-Straße 16.

Design Thinking at SAP, Innovating with 60.000 People

With 60.000 highly creative employees with mostly technical master degrees, SAP is probably one of the smartest companies around. So you would think innovation would be easy. It is not, in fact it is surprisingly hard. However, through Design Thinking SAP mastered this challenge and has created many innovative new products. Products that also offer an unprecedented user experience and explore the potential of new SAP technologies to the fullest. This key note introduces design thinking and how SAP applies it to create the next generation of ERP software.

Chris Peters is a Senior Strategy Consultant at SAP's Design and New Applications Team. He coaches product teams in applying Design Thinking for the conception and implementation of innovative new SAP products.

As part of his work at SAP Mr. Peters also coaches Design Thinking students at the Hasso Plattner Institue in Potsdam and is a frequent speaker on product innovation.

Before joining SAP in 2004, Mr. Peters was Director Product Development at PackageX, freelance Designer and User Experience Consultant at Cap Gemini Ernst & Young.

As part of:

HEIDELBERG InnovationFORUM

PreEvent of the "European Conference"
Tuesday, 19th March 2013

Participant List:

	Titel	First Name	Surname	Company	Signature
1		Helena	Acheson	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
2		Frank	Anders	Match Rider UG	
3		Lena	Arndal	CKO - Center for Culture & Experience Economy	
4		Torsten	Arnold	marbleverse GbR	
5		Christian	Atz	Mobile Garden UG	
6		Johan	August	Kajo Media	
7		Uwe	Baumann	Mobile Garden UG	
8		Karoline	Becker	formAD e.V.	*(signature)*
9		Uwe	Bellm	formAD e.V.	
10		Kaan	Bingol	Inomera Research	*(signature)*
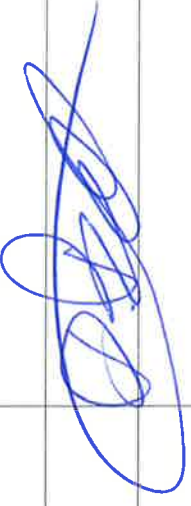
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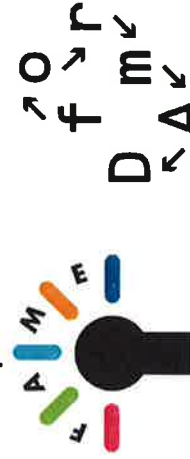
Participant List:

Titel	First Name	Surname	Company	Signature
11	Patrick	Bischler	formAD e.V.	
12	Dominic	Böttger	Inspirationlabs GmbH	
13	Jasper	Bouwsma	Vujade Ltd.	
14	Michael	Braum	formAD e.V.	
15	Miriam	Braun	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
16	Jürgen	Brückmann	formAD e.V.	
17	Utha	Buchholz	formAD e.V.	
18	Antonio	Cardin	formAD e.V.	
19	Giovanni	Caruso	Discordia	
20	Tomas	Celig	Hercules FilmnetworK The Digital Film Factory	

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Participant List:

	Titel	First Name	Surname	Company	Signature
21		Kim	Christofte	Company Care ApS	
22		Derek	Cofie-Nunoo	formAD e.V.	
23		Martin	Cremer	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	*(signature)*
24		Sven	De Cleyn	iMinds vzw	*(signature)*
25		Lorenzo	De Fabio	Filas Finanziaria laziale di sviluppo	*(signature)*
26		Helena	Dell-Kolaschnik	formAD e.V.	
27		Andrea	Di Anselmo	Meta Group	*(signature)*
28		Vincenzo	Dimino	Discordia	*(signature)*
29		Carola	Dittrich	formAD e.V.	*(signature)* C. Dittrich
30		Alex	Doering	formAD e.V.	

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Participant List:

	Titel	First Name	Surname	Company	Signature
31		Marcel	Donges	Cquadrat GmbH	
32		Robert	Eckhoff	Salzburg Research Forschungsgesellschaft mbH	
33		Christiane	Edler	Cquadrat GmbH	
34		Viola	Eigenbrodt	formAD e.V.	
35		Holger	Erdrich	formAD e.V.	
36		Sandra	Ernestus	geomer GmbH	
37		Enno	Fedderken	formAD e.V.	
38		Markus Artur	Fuchs	formAD e.V.	
39		Anna	Gerhardt	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
40		Valentina	Grillea	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	

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Participant List:

	Titel	First Name	Surname	Company	Signature
41		Peter	Guggi	Progressive 3D GmbH	
42		David	Gundelbacher	Cquadrat GmbH	
43	Dr.	Carsten	Günther	Heidelberg mobil international GmbH	
44		Klaus	Haasis	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
45		Christoph	Hafner	Unaymedia	
46		Joachim	Hahn	formAD e.V.	
47		Marc	Handerson	formAD e.V.	
48		Heidi	Heidelberg	formAD e.V.	
49		Birgit	Heintz	formAD e.V.	
50		Daniel	Heitz	Mobile Garden UG	

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Participant List:

	Titel	First Name	Surname	Company	Signature
51		Raffael	Hoffleit	formAD e.V.	
52	Dr.	Jürgen	Jähnert	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
53		Matthias	Jaksz	Baden-Württemberg: Connected e.V.	_signature_
54		Wladislaw	Jarinowsky	Hercules FilmnetworK The Digital Film Factory	_signature_
55		Andreas Linnet	Jessen	CKO - Center for Culture & Experience Economy	
56		Vanessa	Jungbeck	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
57		Ella	Kehrer	formAD e.V.	
58		Kai	Kemper	formAD e.V.	_signature_
59		Harri	Ketamo	Eedu Ltd.	
60		Benedek	Kiss	Attrecto Zrt.	

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Participant List:

	Titel	First Name	Surname	Company	Signature
61		Gergely	Kiss		
62		Alexander	Knapstein	Inspirationlabs GmbH	
63		Bianca	Kolb	Baden-Württemberg: Connected e.V.	
64		Katja	Komma	formAD e.V.	
65		Carina	Krey	formAD e.V.	
66		Jörg	Land	Sonormed GmbH	
67		Angela	Mahmoud	formAD e.V.	
68		Michela	Michilli	Filas Finanziaria laziale di sviluppo	
69		Martin	Nerbel	formAD e.V.	
70		Adrian	Nötzel	Sonormed GmbH	

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Participant List:

	Titel	First Name	Surname	Company	Signature
71		Candogan	Ögüt		
72		Attila	Oláh	ESRI Hungary Ltd.	
73		Kim Ove	Olsen	CAT Science Park Forskerparken CAT	
74		Stephanie	Palombi	CAT Science Park Forskerparken CAT	
75		Oliver	Passek	Ministerium für Wissenschaft, Forschung und Kunst Baden-Württemberg	
76		Viorel	Peca	European Commission DG Information Society and Media	
77		Johann Christian	Peters	formAD e.V.	
78		Irina	Pfenning	formAD e.V.	
79		Verena	Pfisterer	formAD e.V.	
80		Michela	Pollone	CSP - Innovazione nelle ICT s.c.ar.l.	

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Participant List:

	Titel	First Name	Surname	Company	Signature
81		Giorgio	Pomettini	Discordia	*signature*
82		Valerio	Pullano	GamePix	*signature*
83		Benny	Punk	formAD e.V.	
84		Alexandra	Raquet	formAD e.V.	
85		Allan	Rasmussen	CAT Science Park Forskerparken CAT	*signature*
86		Hans	Renftle	formAD e.V.	
87	Prof. Dr.	Andreas	Reuter	European Media Laboratory GmbH	
88		Alexandra	Rudl	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	*signature*
89		Laura	Santarelli	Filas Spa	*signature*
90	Dr.	Peter	Saueressig	European Media Laboratory GmbH	*signature*

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Participant List:

Titel	First Name	Surname	Company	Signature
91	Martin	Schaarschmidt	Inspirationlabs GmbH	*(signature)*
92	Sabine	Scheltwort	formAD e.V.	
93	Katina	Schneider	Match Rider UG	*(signature)*
94	Sven	Schreiber	Progressive 3D GmbH	*(signature)*
95	Hannes	Seibold	formAD e.V.	*(signature)*
96	Georg	Seyfarth	formAD e.V.	
97	Roland	Sigmond	marbleverse GbR	
98	Justine	Silipo	GamePix	*(signature)*
99	Damir	Simovski	Progressive 3D GmbH	
100	Heiko	Storz		

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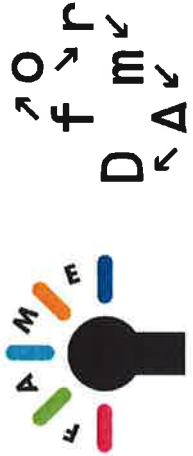
PreEvent of the "European Conference"
Tuesday, 19th March 2013

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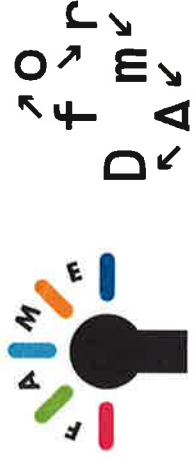|	Titel	First Name	Surname	Company	Signature
101		Ingo	Strugalla	formAD e.V.	
102		Alfred	Swartzbaugh	Match Rider UG	
103		Julia	Tamara	formAD e.V.	
104		Linda	Theis	SystAG Systemhaus	
105		Mikael	Thiesen	BizBuilder smba	
106		Rolf	Thoma	formAD e.V.	
107		Roman A.	Tolic	Hercules Filmnetwork The Digital Film Factory	
108		Tina R.	Wagner	formAD e.V.	
109		Alexander	Walger		
110		Edouard	Wawra	GamePix	

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PreEvent of the "European Conference"
Tuesday, 19th March 2013

Participant List:

	Titel	First Name	Surname	Company	Signature
111		Stephan	Weber	formAD e.V.	
112		Enrico	Zucca		
113		Frank	Zumbruch	Stadt Heidelberg	
114		Frank	Zumbruch	formAD e.V.	
		Mark	Thuvon	Progresivo SD	
		Sabine	Arnold	formAD. e.V.	
		MARTEN	REICHEL	formAD	
		Silvana	Pede	MFG	
		Andreas	Koch	Die Bildungsforscher	
		Carl	Eillich		

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In Cooperation with:

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D ↗ m ↙

Participant List:

Titel	First Name	Surname	Company	Signature
	Andrea	Meniggioli		
	Nicole	Geten		
	Andrea	Micocci		
Dr.	Jürgen	Jähnert		
	Michael	Krause		
	Gero	Weber		
Prof. Dr.	Raimar	Holm-Hadulla		
	Johan Christ	Lebs		
	Patrick			
	Sebastian	Hannah		

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In Cooperation with:

DATforMEDIA

Participant List:

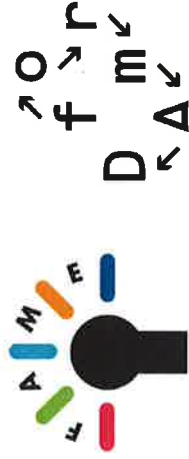| Titel	First Name	Surname	Company	Signature
	Karin	Seyfforth		*(signature)*

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European Conference - From Research to Innovation in the Digital Media Sector"
Wednesday, 20ᵗʰ March 2013
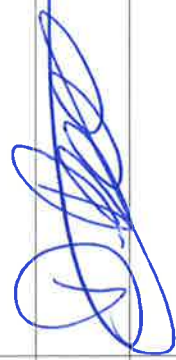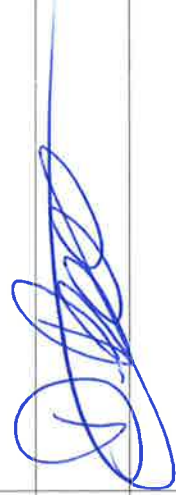
Participant List:

	Titel	First Name	Surname	Company	Signature
1		Helena	Acheson	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
2	Dr.	Ralf	Allrutz	Allrutz Consulting	
3		Frank	Anders	Match Rider UG	
4		Lena	Arndal	CKO - Center for Culture & Experience Economy	
5		Torsten	Arnold	marbleverse GbR	
6		Christian	Atz	Mobile Garden UG	
7		Johan	August	Kajo Media	
8		Thierry	Baujard	mediadeals	
9		Uwe	Baumann	Mobile Garden UG	
10		Julia	Becker	IHK Pfalz	

As part of:

HEIDELBERG InnovationFORUM

SMARD
Networked Media R&D for SMEs

"European Conference - From Research to Innovation in the Digital Media Sector"
Wednesday, 20th March 2013

Participant List:

	Titel	First Name	Surname	Company	Signature
11		Marc	Biel	CREATHOR VENTURE Management GmbH	
12		Kaan	Bingol	Inomera Research	
13	Dr.	Lothar	Bopp	Bopp Consult & Invest	
14		Dominic	Böttger	Inspirationlabs GmbH	
15		Jasper	Bouwsma	Vujade Ltd.	
16		Miriam	Braskova	Kosice IT Valley	
17		Miriam	Braun	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
18	Dr.	Christian	Bürgy	teXXmo Mobile Solution GmbH & Co. KG	
19	Prof. Dr.	Michael	Burmester	Hochschule der Medien Stuttgart Fakultät Information und Kommunikation	
20		Felicitas	Cardenas		

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	Titel	First Name	Surname	Company	Signature
21		Giovanni	Caruso	Discordia	*signature*
22		Tomas	Celig	Hercules FilmnetworK The Digital Film Factory	
23		Guenter	Christmann	Christmann Beratung und Beteiligung	*signature*
24		Kim	Christofte	Company Care ApS	
25		Martin	Cremer	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	*signature*
26		Sven	De Cleyn	iMinds vzw	*signature*
27		Lorenzo	De Fabio	Filas Finanziaria laziale di sviluppo	*signature*
28		Stephan	Decher	Clean Capital	
29		Andrea	Di Anselmo	Meta Group	*signature*
30		Vincenzo	Dimino	Discordia	*signature*

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	Titel	First Name	Surname	Company	Signature
31		Marcel	Donges	Cquadrat GmbH	
32		Robert	Eckhoff	Salzburg Research Forschungsgesellschaft mbH	
33		Christiane	Edler	Cquadrat GmbH	
34		Albert Victor	Fakeye	Maison de l'Entreprise du Benin	
35		Thomas	Fauvel	Paris Region Innovation Centre	
36	Dr.	Gerda	Frank	Hoepfner Bräu Friedrich Hoepfner Verwaltungsgesellschaft	
37		Tanja	Fury	Auxell GmbH	
38		Ines	Goldberg	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
39		Peter	Guggi	Progressive 3D GmbH	
40		David	Gundelsbacher	Cquadrat GmbH	

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41		Klaus	Haasis	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
42		Christoph	Hafner	Unaymedia	
43		Thomas	Hartwig	VRD Investment	
44	Dr.	Raoul	Haschke	Dezernat für Forschung und Technologietransfer Ruprecht-Karls-Uni.Heidelberg	
45		Alois	Hauk	Hauk Consulting Business-Technology	
46		Daniel	Heitz	Mobile Garden UG	
47		Bernd	Hertl	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
48	Dr.	Jürgen	Jähnert	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
49		Matthias	Jaksz	Baden-Württemberg: Connected e.V.	
50		Wladislaw	Jarinowsky	Hercules Filmnetwork The Digital Film Factory	

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51		Andreas Linnet	Jessen	CKO - Center for Culture & Experience Economy	
52		Vanessa	Jungbeck	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
53		Dan	Kelly	Danke Games Inc.	
54		Harri	Ketamo	Eedu Ltd.	
55		Laura	Kilcrease	Triton Ventures	
56	Prof. Dr.	Helmut	Kipphan	acatech HD Akademie der Wissenschaften	
57		Dennis	Kirr	ApproLogic GmbH	
58		Benedek	Kiss	Attrecto Zrt.	
59		Gergely	Kiss		
60		Alexander	Knapstein	Inspirationlabs GmbH	

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61		Bianca	Kolb	Baden-Württemberg: Connected e.V.	
62		Robert	Koning	Dipl.Betriebsökonom	
63		Jörg	Land	Sonormed GmbH	
64		Marc	Langner	Leonardo Venture GmbH & Co. KGaA	
65		Lars Oliver	Mautsch	Universität Stuttgart Betriebswirtschaftliches Institut	
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69		Adrian	Nötzel	Sonormed GmbH	
70		Candogan	Ögüt		

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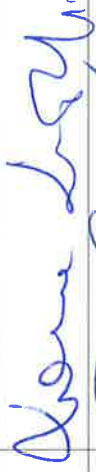
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71		Kim Ove	Olsen	CAT Science Park Forskerparken CAT	
72		Jozef	Ondas	Kosice IT Valley	
73		Stephanie	Palombi	CAT Science Park Forskerparken CAT	
74		Oliver	Passek	Ministerium für Wissenschaft, Forschung und Kunst Baden-Württemberg	
75		Manfred Johann	Pauli	SAP AG	
76		Viorel	Peca	European Commission DG Information Society and Media	
77		Irina	Pfenning	seventy-two design lab	
78		Georg	Pins	Stadt Mannheim Wirtschaftsförderung	
79		Michela	Pollone	CSP - Innovazione nelle ICT s.c.ar.l.	
80		Giorgio	Pomettini	Discordia	

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81		Thomas	Prexl	Technologiepark Heidelberg GmbH	
82		Valerio	Pullano	GamePix	
83	Dr.	Sami	Rabieh	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
84		Allan	Rasmussen	CAT Science Park Forskerparken CAT	
85	Prof. Dr.	Andreas	Reuter	European Media Laboratory GmbH	
86		Sigrid	Rögner	Venture Forum Neckar e.V.	
87		Alexandra	Rudl	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
88		Laura	Santarelli	Filas Spa	
89	Dr.	Peter	Saueressig	European Media Laboratory GmbH	
90		Katsiaryna	Sazonava	EML European Media Laboratory GmbH	

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91		Stefano	Sbarbati	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
92		Martin	Schaarschmidt	Inspirationlabs GmbH	
93	Dr.	Thilo	Schenk	IHK Rhein Neckar	
94		Katina	Schneider	Match Rider UG	
95		Daniel	Schneider		
96		Sven	Schreiber	Progressive 3D GmbH	
97		Christian	Siegele	Capnamic Ventures	
98		Roland	Sigmond	marbleverse GbR	
99		Justine	Silipo	GamePix	
100		Damir	Simovski	Progressive 3D GmbH	

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101		Eligiusz	Skwara	Leonardo Venture GmbH & Co. KGaA	*signature*
102		Stefanie	Springer	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	*signature*
103		Jean-Michel	Staerle	ADIRA	
104		Peter	Stollenmayer	Eurescom GmbH	*signature*
105		Heiko	Storz		*signature*
106		Alfred	Swartzbaugh	Match Rider UG	*signature*
107		Linda	Theis	SystAG Systemhaus	
108		Mikael	Thiesen	BizBuilder smba	*signature*
109		Roman A.	Tolic	Hercules Filmnetwork The Digital Film Factory	*signature*
110		Viliam	Vajda	Kosice IT Valley	*signature*

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112		Marco	Volz		
113	Dr.	Josef	Walek	MBG Mittelständische Beteiligungsgesellschaft BW	
114		Alexander	Walger		
115		Edouard	Wawra	GamePix	
116		Ingo	Weber	FAS AG	
117		Michael	Wetzel	Systematika Information Systems GmbH	
118		Anke	Wilken	Technologiepark Heidelberg GmbH	
119	Prof. Dr.	Helmut	Wittenzellner	Hochschule der Medien Stuttgart Fakultät Druck und Medien	
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123	Frank	Zumbruch	Stadt Heidelberg	
124	Gerd	Weber	Dreiser Weber GmbH	
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	Helena	Weinert	VC-Bw Stuttgart financial	
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		Mcaggi		*(signature)*
	ANDREA	MENIGHINI	ATooMA INC	*(signature)*

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2	Dr.	Ralf	Allrutz	Allrutz Consulting	
3		Frank	Anders	Match Rider UG	
4		Lena	Arndal	CKO - Center for Culture & Experience Economy	
5		Torsten	Arnold	marbleverse GbR	
6		Andreas	Assmann	geomar GmbH	
7		Christian	Atz	Mobile Garden UG	
8		Johan	August	Kajo Media	
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10		Uwe	Baumann	Mobile Garden UG	

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12		Kaan	Bingol	Inomera Research	
13		Dominic	Böttger	Inspirationlabs GmbH	
14		Jasper	Bouwsma	Vujade Ltd.	
15		Miriam	Braskova	Kosice IT Valley	
16		Miriam	Braun	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
17		Felicitas	Cardenas		
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19		Tomas	Celig	Hercules FilmnetworK The Digital Film Factory	
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21		Kim	Christofte	Company Care ApS	
22		Martin	Cremer	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
23		Sven	De Cleyn	iMinds vzw	
24		Lorenzo	De Fabio	Filas Finanziaria Iaziale di sviluppo	
25		Stephan	Decher	Clean Capital	
26		Andrea	Di Anselmo	Meta Group	
27		Vincenzo	Dimino	Discordia	
28		Nguyen-Vy	Doan	Paris Region Innovation Centre	
29		Marcel	Donges	Cquadrat GmbH	
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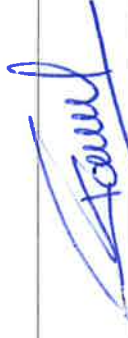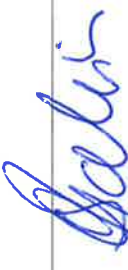
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Participant List:

	Titel	First Name	Surname	Company	Signature
31		Christiane	Edler	Cquadrat GmbH	
32		Johannes	Ellenberg	Accelerate Stuttgart UG Startup Stuttgart	
33		Sandra	Ernestus	geomer GmbH	
34		Albert Victor	Fakeye	Maison de l'Entreprise du Benin	
35		Thomas	Fauvel	Paris Region Innovation Centre	
36	Dr.	Gerda	Frank	Hoepfner Bräu Friedrich Hoepfner Verwaltungsgesellschaft	
37		Tanja	Fury	Auxell GmbH	
38		Sahin	Gencer	FIDURA Private Equity Fonds	
39		Ines	Goldberg	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
40		Valentina	Grillea	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	

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41		Peter	Guggi	Progressive 3D GmbH	
42		David	Gündelbacher	Cquadrat GmbH	
43	Dr.	Carsten	Günther	Heidelberg mobil international GmbH	
44		Tobias	Günther	fournova GmbH	
45		Klaus	Haasis	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
46		Christoph	Hafner	Unaymedia	
47		Thomas	Hartwig	VRD Investment	
48	Dr.	Raoul	Haschke	Dezernat für Forschung und Technologietransfer Ruprecht-Karls-Uni.Heidelberg	
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52	Dr.	Jürgen	Jähnert	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
53		Matthias	Jaksz	Baden-Württemberg: Connected e.V.	
54		Wladislaw	Jarinowsky	Hercules FilmnetworK The Digital Film Factory	
55		Andreas Linnet	Jessen	CKO - Center for Culture & Experience Economy	
56		Vanessa	Jungbeck	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
57		Daniel	Karszt	CyberForum e.V.	
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62		Doris	Kirschner	Centre Francilien de l'Innovation	
63		Benedek	Kiss	Attrecto Zrt.	
64		Gergely	Kiss		
65		Markus	Kleber	Die Ligen GmbH	
66		Alexander	Knapstein	Inspirationlabs GmbH	
67		Bianca	Kolb	Baden-Württemberg: Connected e.V.	
68		Robert	Koning	Dipl.Betriebsökonom	
69		Jörg	Land	Sonormed GmbH	
70		Marc	Langner	Leonardo Venture GmbH & Co. KGaA	

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71		Thomas	Löbel	xmedias GmbH Produktions- und Vertriebs GmbH	
72		David	Matthiessen	DAVID MATTHIESSEN	
73		Stephan	Mehlhase	EML European Media Laboratory GmbH	
74		Andrea	Meriggioli	Atooma	
75		Jens	Merkl	marbleverse GbR	
76		Michela	Michilli	Filas Finanziaria Iaziale di sviluppo	
77	Prof. Dr.	Heinz Jürgen	Müller	Universität Mannheim Fakultät für Informatik und Mathematik	
78		Stephan	Müller	inovex GmbH	
79		Christopher	Münchhoff	Business Angels Region Stuttgart e.V.	
80		Christiane	Noffke	xmedias GmbH	

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82		Candogan	Ögüt		
83		Attila	Oláh	ESRI Hungary Ltd.	
84		Kim Ove	Olsen	CAT Science Park Forskerparken CAT	
85		Jozef	Ondas	Kosice IT Valley	
86		Stephanie	Palombi	CAT Science Park Forskerparken CAT	
87		Oliver	Passek	Ministerium für Wissenschaft, Forschung und Kunst Baden-Württemberg	
88		Viorel	Peca	European Commission DG Information Society and Media	
89		Simona	Pede	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
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91		Michela	Pollone	CSP - Innovazione nelle ICT s.c.ar.l.	
92		Giorgio	Pomettini	Discordia	
93		Thomas	Prexl	Technologiepark Heidelberg GmbH	
94		Valerio	Pullano	GamePix	
95	Dr.	Sami	Rabieh	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
96		Allan	Rasmussen	CAT Science Park Forskerparken CAT	
97	Prof. Dr.	Andreas	Reuter	European Media Laboratory GmbH	
98		Sigrid	Rögner	Venture Forum Neckar e.V.	
99	Dr.	Thomas	Roß	EML European Media Laboratory GmbH	
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102	Dr.	Peter	Saueressig	European Media Laboratory GmbH	
103		Katsiaryna	Sazonava	EML European Media Laboratory GmbH	
104		Stefano	Sbarbati	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
105		Martin	Schaarschmidt	Inspirationlabs GmbH	
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111		Damir	Simovski	Progressive 3D GmbH	
112		Eligiusz	Skwara	Leonardo Venture GmbH & Co. KGaA	
113		Stefanie	Springer	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
114		Peter	Stollenmayer	Eurescom GmbH	
115		Heiko	Storz		
116		Alfred	Swartzbaugh	Match Rider UG	
117		Linda	Theis	SystAG Systemhaus	
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123		Roswitha	Volk	MFG Innovationsagentur für IT + Medien des Landes Baden-Württemberg	
124	Dr.	Josef	Walek	MBG Mittelständische Beteiligungsgesellschaft BW	
125		Alexander	Walger		
126		Edouard	Wawra	GamePix	
127		Ingo	Weber	FAS AG	
128		Gero Friedrich	Weber	Dreiser-Weber GmbH	
129		Anke	Wilken	Technologiepark Heidelberg GmbH	
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131	Helmut	Woerner	LLED GmbH	(signature)
132	Marta	Ysern Pierra	Barcelona Media Centre d'Innovació	(signature)
133	Ralph	Zimmermann	Ministerium für Finanzen und Wirtschaft Baden-Württemberg	
134	Enrico	Zucca		
135	Frank	Zumbruch	Stadt Heidelberg	(signature)
	Christoph	Siegemann	V-Cap	(signature)
	Mark	Thurow	Progressio 3D	(signature)
	Ulrich	Sommer	FAS AG	(signature)
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Wednesday, 20th March 2013

HEIDELBERG InnovationFORUM

Participant List:

Titel	First Name	Surname	Company	Signature

An Initiative by:

MFG Innovation Agency for ICT and Media

European Media Laboratory GmbH

EML

In Cooperation with:

SMARD Networked Media R&D for SMEs

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Name of event:	Heidelberger Innovationsforum / SMARD Final Conference
Topic:	The Mobile Ecosystem
Date of the event:	20.03.2013
Registrations:	147
Number of participants:	119
No-Show rate:	19,05%
Evaluated questionnaires:	20
Return rate of questionnaires:	16,81%

1. Which target group do you belong to?:

	Amount
Founder/Start-Up	10
Company representative	3
Investor	3
Consultant	2
Other	2
Sum	20

2. Did you present a business idea today?:

	Amount
Yes	10
No	10
Sum	20

3. I tried to achieve the following goals by attending this event:

	very important	important	less important	not important	SUM
Find investors	4	5	5	3	17
Find R&D partners	2	6	4	4	16
Training/education	4	2	7	3	16
Inspiration/new trends	10	6	1	2	19
Consulting	4	5	6	2	17

4. Did you achieve your goals?:

	Amount
completely	2
to a greater extent	15
to a lesser extent	1
not at all	0
Sum	18

If not, why? (TOP 4)

TOP 3	Quotes
1	ehand check of the pitches. Level was very different.
2	Nothing concrete in terms of outcome
3	Better business ideas
4 x 2	More direct meetings with investors

5. Do you like the concept of the event?

	Amount
completely	6
to a greater extent	10
to a lesser extent	1
not a all	0
Sum	17

6. How do you evaluate the event regarding the following features:

	very good	good	suboptimal	poor
Up-to-dateness of topics	7	10		
Relevance of topics	5	9	2	
Keynotes	8	7	1	
Organisation	11	5	1	
Sum	31	31	4	0

7. Did you make any new contacts today?:

	Amount
yes	18
no	0
Sum	18

9. Will you visit the event again?

	Amount
Yes	18
No	0
Sum	18

12. How did you know of the event:

	Amount			
Invitation via e-mail	3			
Internet (www.bwcon.de / www.mfg.de)	3			
Recommendation of colleagues	9			
Press release	1			
Magazine ad	1			
Social media channels (Twitter, Facebook)				
Internet ad				
Already visited last year				
Other	5	3x bwcon member	business partner	bwcon newsletter
Sum	22			