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Network for the Market uptake of ICT for AgeingWell (logo)	**Report on Ageing*Well* Business Community Activities**	
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Abstract:

This document describes the activities promoted by the **Ageing*Well*** Network to bridge the gap between innovative SMEs and Venture Capital firms, Business Angels and other private equity firms.

Revision History:

Revision	Date	Author	Organisation	Description
V0.1	30/12/2014	Ana Solange Leal	INOVA+	First version of the deliverable.

Statement of Originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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1 Introduction

1.1 Background

The aim of the **Ageing***Well* Network **is to build and animate a European network focused on improving the quality of life of Elderly People by promoting the market uptake of ICT solutions for Ageing.**

To achieve its aim, the following five **main objectives** of the AgeingWell project are:

- **Develop** guidelines for deployment and sharing of best practice between key competence centres;

- **Build** an ICT for Ageing Knowledge Centre with the aim to share the results with the Ageing Well Community;

- **Develop** an ICT for Ageing Society Strategic Agenda, with the aim of providing a study on options for future structure and implementation of EU innovation funding;

- **Promote** the European innovation reinforcement between innovative ICT industries & Ageing (in particular SMEs) and Venture Capital firms, Business Angels and other;

- **Raise awareness** within the European community of ICT & Ageing stakeholders through web-based communication, and the organization of 3 international events and 11 national events.

1.2 Summary

During the last three years the **Ageing***Well* Network implemented various activities that contributed to enhance the knowledge about the ICT4Ageing domain, including the key stakeholders involved in it. The community of stakeholders was managed online web portal and in dedicated events organized at European and national level.

This document describes the activities promoted by the **Ageing***Well* Network to bridge the gap between innovative SMEs and Venture Capital firms, Business Angels and other private equity firms.

2 Ageing*Well* Business Community Activities

This section presents the activities promoted by the **Ageing***Well* Network to bridge the gap between innovative SMEs and Venture Capital firms, Business Angels and other private equity firms.

2.1 Key Stakeholders

Within the activities of WP2, **Ageing***Well* network has identified key stakeholders at Regional, National, European and Global Level[1], among which innovative ICT SMEs offering solutions for Ageing sector and Venture Capital firms, Business Angels and other private equity firms interested in this field. In total, the **Ageing***Well* network identified 72 ICT SMEs / Industry and 32 investment organisations (Figure 1).
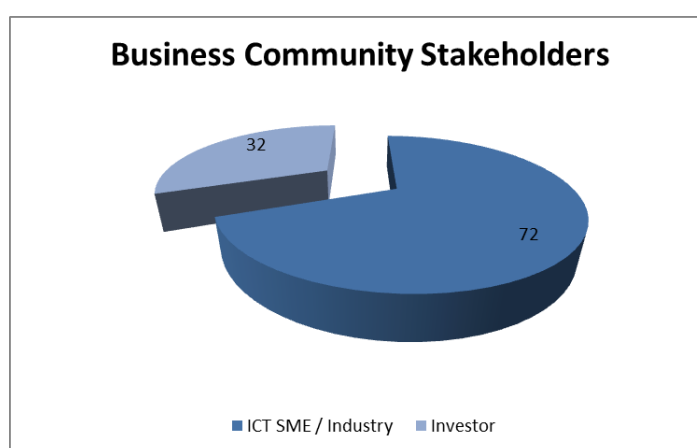

Figure 1 – Business Community Stakeholders | Category

The business community of stakeholders composed by solutions providers and investors is dispersed by several countries, as presented in Table 1, but with a higher expression in Poland and Portugal. However, it has to be stressed that this is a non-exhaustive list and, for sure, many other stakeholders exists in other countries.

Table 1 – Business Community Stakeholders | Location

Country	Stakeholders	
	ICT SME / Industry	Investors
Belgium	3	5
Bulgaria	---	2
Cyprus	6	---
Denmark	2	2
France	1	---
Germany	3	4
Greece	5	4
Italy	9	2

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[1] Complete list in D2.2 Identification of Key Stakeholders at Regional, National, European and Global Level.

Country	Stakeholders	
	ICT SME / Industry	Investors
Norway	1	---
Poland	9	6
Portugal	19	1
Romania	6	1
Spain	3	1
Sweden	---	1
Switzerland	1	---
The Netherlands	2	2
United Kingdom	2	---
United States	---	1

2.2 Events

The synergies among the business community stakeholders were promoted during the events organised by the **Ageing**_Well_ Network, with particular emphasis on the First International Event held in 2012 (D4.1). The event, devoted to the theme "ICT for Ageing well Finance Marketplace", took place as the AAL Venture Days, a sub-event focused on access to finance and growth organized under the banner of the EC Ambient Assisted Living Joint Programme and their annual AAL Forum that took place this year in Eindhoven, the Netherlands, from 24 to 27 September. The Venture Days incorporated presentations (pitches) made by 20 high-growth entrepreneurs with ICT solutions that improved the (quality of) life of an ageing population, as well as presentations made by venture capital investors and corporate venture investors and allowed numerous personal meeting opportunities for entrepreneurs. The event focused on entrepreneurs looking to access international markets, who were provided with concrete information, tools and resources in order to successfully partner and grow their business. Also several national events (D4.4) acted as network opportunities among the business community and also as stage to present their activities to the overall community.

2.3 Communication tools

The **Ageing**_Well_ Network has created and used several communication tools to disseminate its activities among the ICT4Ageing community, as well as to foster the dialogue among the different stakeholders.

The network's web-portal comprises a section called Knowledge Centre which is a key tool to help the members and the general public gain access to the latest developments in the ICT for ageing sector. Within this Centre, the network has made available a list of opportunities for investors and a list of useful contacts for searching for Smart Money. This information is available in the following sections:

- **Opportunities for Investors**: aiming at providing relevant information to investors, this section includes a presentation on the potential of the ICT for Ageing market, as well as information on companies that recently were recognized as having valuable ideas and projects;

- **Searching for Smart Money**: this section is addressing entrepreneurs and ICT solutions providers looking for investors to support their projects and ideas, and it includes a list of Investors in ICT4Ageing and Health established in Europe and beyond.

Besides the web-portal, the newsletter produced regularly allowed the diffusion of interesting information about innovative solutions being developed for Ageing Well, which can have attracted the interest of the investment community. The newsletter issues were distributed among the overall community of stakeholders listed in D2.2, as well as published in relevant online repositories, such as the EIP-AHA library.

Finally, the social media platforms, in particular Twitter, allowed the sharing of information about innovative products/services addressing the ICT4Ageing market, as well as about investment funds available, both public or private.

More information about the use made of the communication tools of the **Ageing***Well* Network is available in D6.3, D6.4 and D6.6.