



EINDHOVEN

Provincie Noord-Brabant



**BRABANTSPORT**



**BRAINPORT  
EINDHOVEN**

Experience Eindhoven:  
Innovation and value  
creation for sports and  
human vitality



# Experience Eindhoven: Innovation and value creation for sports and human vitality



- **Open innovation cluster: Creating value through smart connections (Rene Wijlens)**
- **Disrupting sports: Winners and Losers in the era of technology (Arno Hermans)**
- **Challenges and chances for use of data as driver for innovation and value creation (Steven Vos)**
- **040Beweeglab: Living lab Sports & Vitality Eindhoven (Harmen Bijsterbosch)**
- **Rapid Business Validation (Victor Beerkens)**
- **Innovation in Practice: example case Nano4Sports (Marc van der Zande)**



# Sports and Technology

**Introducing the ecosystem:**  
*Creating value through smart connections*

René Wijlens

- Clustermanager Sports & Technology



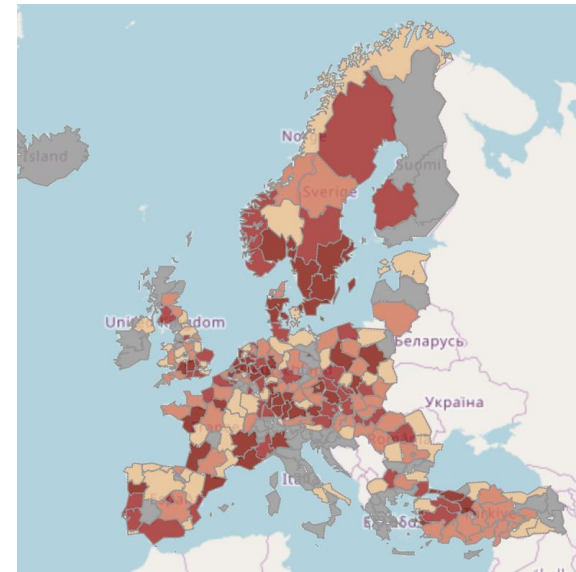
Creating value through  
Smart Connections



# Cluster definition

*"A cluster is a geographical proximate group of interconnected companies and associated institutions in a particular field, linked by commonalities and externalities".*

*(Michael E. Porter)*



EUROPEAN  
CLUSTER COLLABORATION  
PLATFORM  
.eu



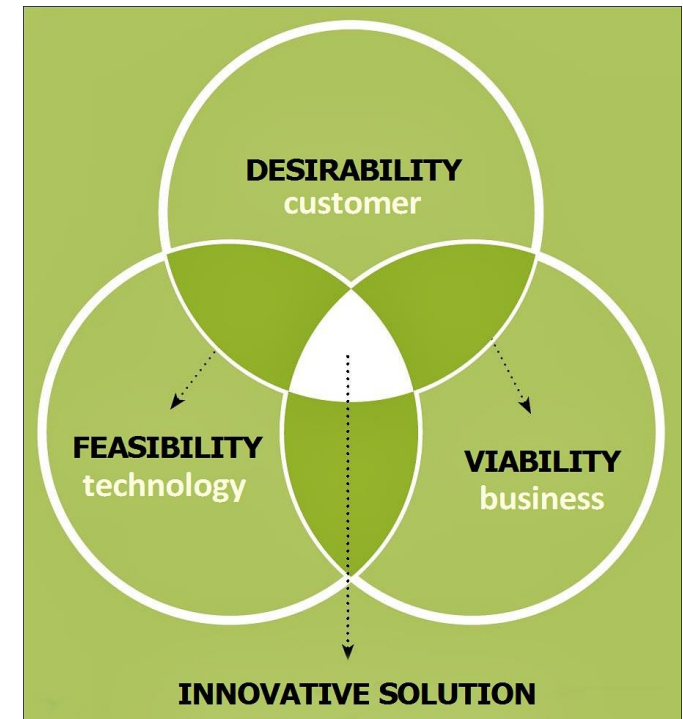
Sports and  
Technology



# Why cluster collaboration for innovation in sports?

## *EASY ACCESS and EASY CONNECTION....*

- To **combine** different **areas of expertise** needed for Innovation (business, customer, technology, ..)
- To **learn and be inspired...** new technology, new customer.
- Tackle **common challenges and needs**; to strengthen the innovation ecosystem



Source: IDEO

# Cluster Sports & Technology: *located in the heart of Brainport region, the Netherlands*

Brainport region: Leading technology region in Europe

Attitude : *sharing to multiply*

Open and cross sectoral innovation:  
*sport, society, health, nutrition, design*

International network

Create innovative solutions for societal challenges

# We combine the *challenge of inactivity*....

Getting Europe Moving

## The Problem: Europe's not moving



**ADULTS** are advised to take part in 150 minutes per week (just over 20 mins per day) of moderate intensity physical activity

**ADOLESCENTS** are recommended to exercise for 60 mins per day at a moderate to vigorous level of intensity



## IT'S TIME FOR ACTION

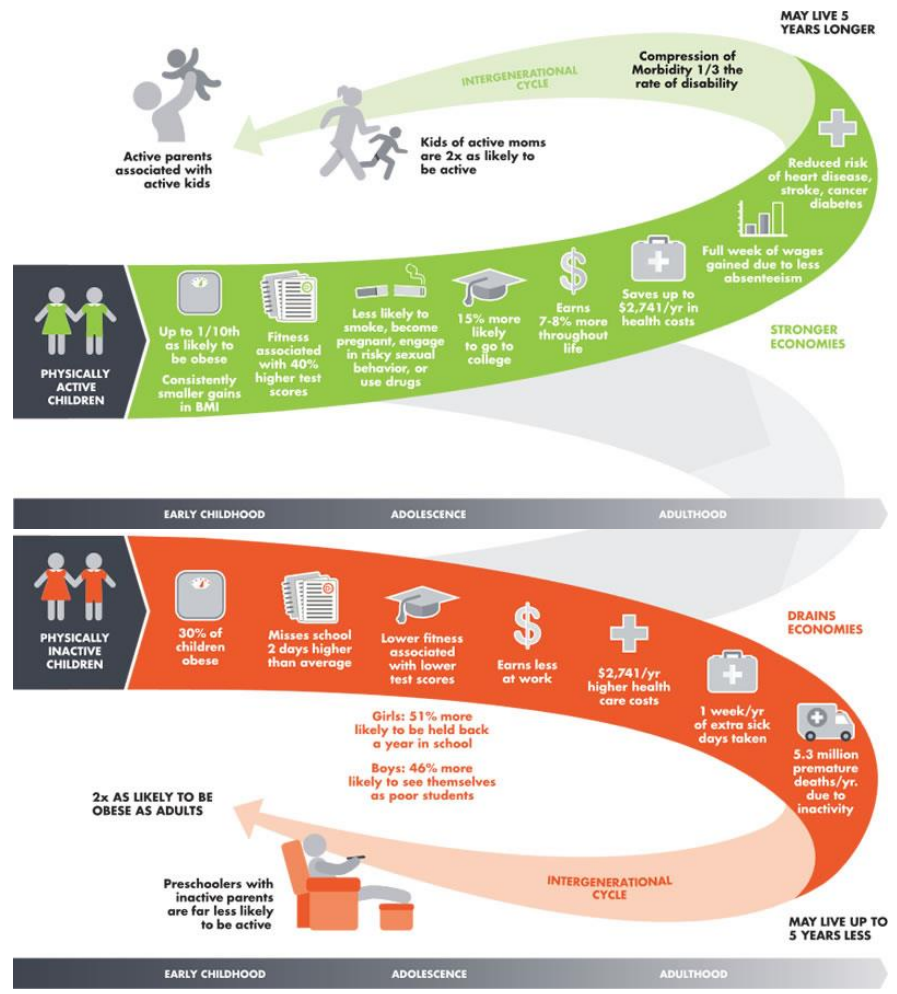
WE ARE DESIGNED TO MOVE



Lack of exercise contributes to diseases that cost Europe over 80 billion Euros every year



Total: €80.4bn



Designedtomove.org; 2012, 2013

# ... and the sports performance ambition....



Brabant  
*Sport*





.....with the unique regional power .....

# Welcome to Brainport

Europe's leading innovative top technology region



**BUSINESS**  
Accelerate faster in  
Brainport



**INVEST**  
Higher efficiency in  
Brainport



**STUDY**  
Realise your dreams  
in Brainport



**CAREER**  
More career  
opportunities in  
Brainport

# To create....

## Innovative products, services and environments with:

- Societal Impact: *Increase healthy active lifestyle*
- Sports revenue: *Enhance sport performance; reduce injury*
- Economical Impact: *Create business and jobs*

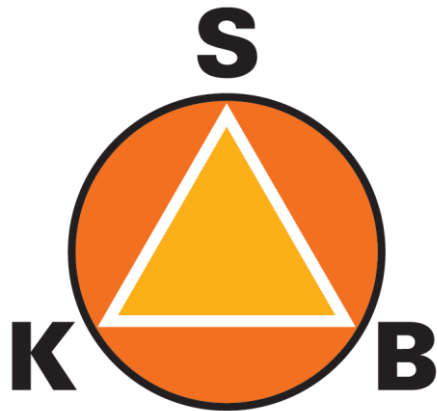
## Collaboration in the Q-helix:

- **S**port,
- **K**nowledge
- **B**usiness
- **G**overnment



**Working together..**

# Cluster Sports & Technology: *creating innovations and business through smart connections*



## Founded 2005:



- 9 independent SportFieldLabs (living labs) within region



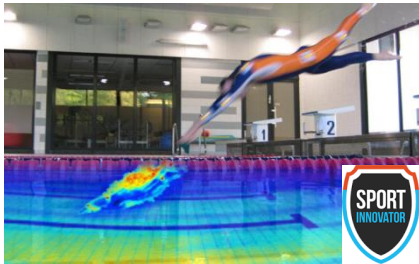
- Excellent Knowledge network



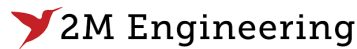
- >100 companies; S&T-Business Club

Supported by Government and societal organisations

# Sport FieldLabs.....

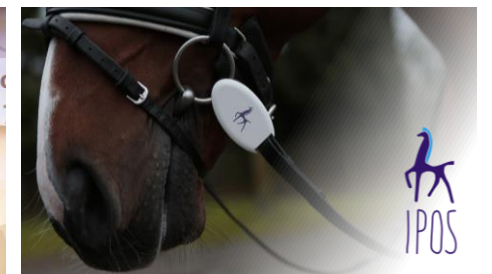


# Companies....

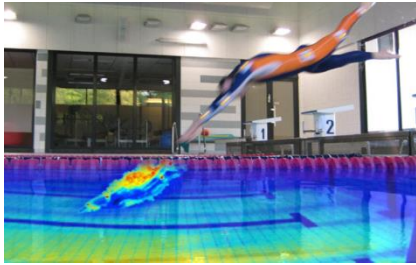


# Some Results (2012-today)

- > 100 **SME innovation projects** with average 60K€ /SME
- Cities involved in urban innovations
- Multiple stake holder **innovation projects**: (>15M€)
  - Profit project: internationalising the field lab concept (6M€)
  - Smart innovation and business (1 M€)
  - Smart sensors applications in sports (4 M€)
  - EU4Sports Cluster Alliance (0,5 M€)
  - The vitality living lab (5 M€)
  - NEXT Move Sporttech (100 K€)
- Events:
  - **Annual Dutch Sports Innovation Conference & Dutch Sports Innovation Award**
  - Matchmaking and inspiration events
- **>30 Start-ups** from innovative ideas



# Some results 2012-today: From innovative ideas to projects, start-ups and business





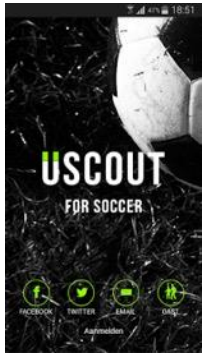
# And more start-ups



*Gamification of products*



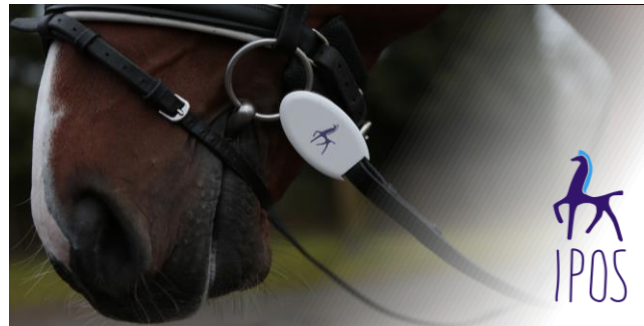
*virtual scout for swimmers*



**USCOUT FOR**  
LIVE TECHNOLOGY



*Soccer skills*



*communication horse-rider*



*Dynamic ultra sound*



*real time row monitor*



*empowering legs  
and body through  
cycling for disabled*



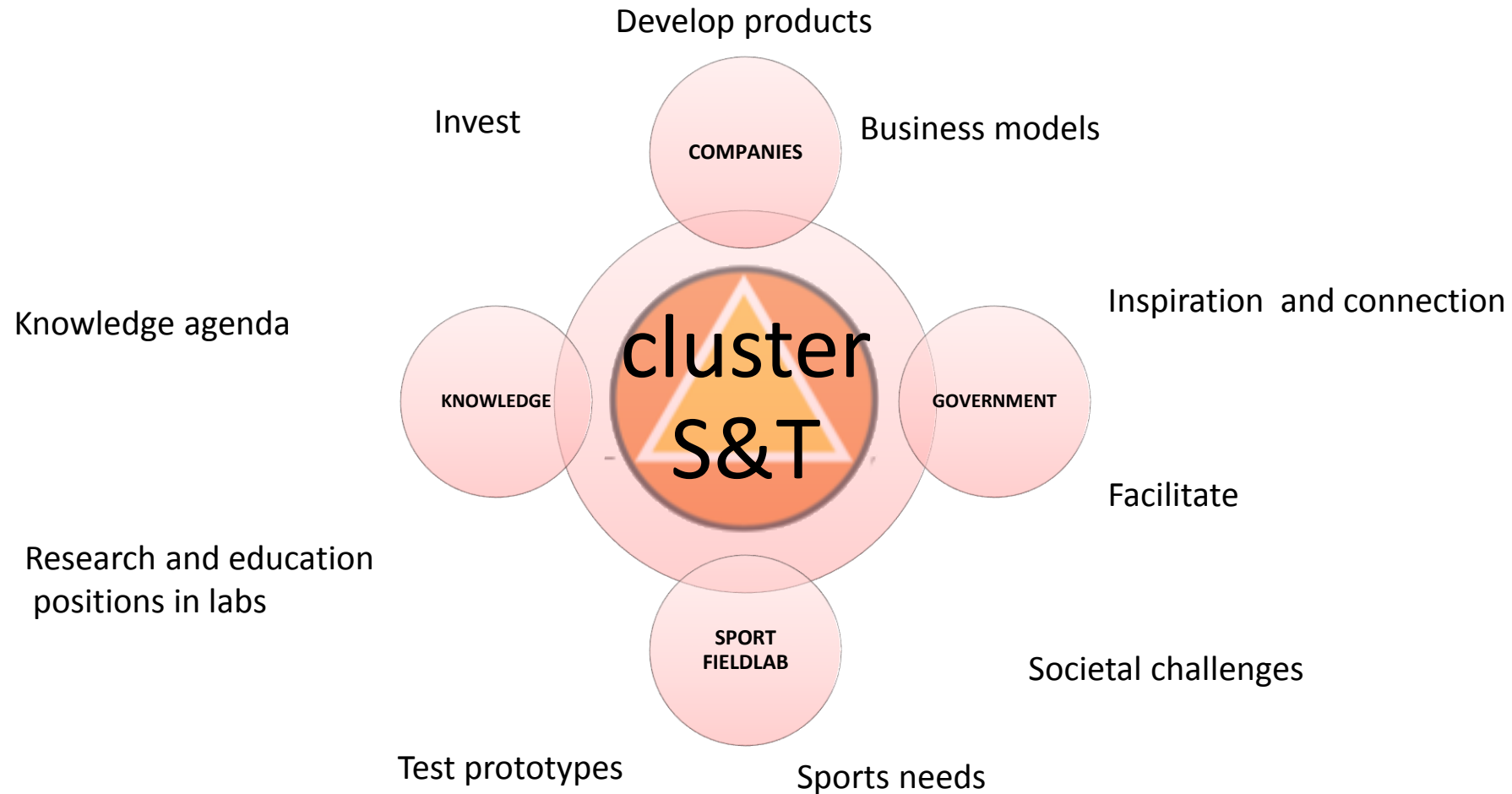
**Good Results,**

**but....**

**The Story Continues**



# Cluster partners drive the cluster agenda...

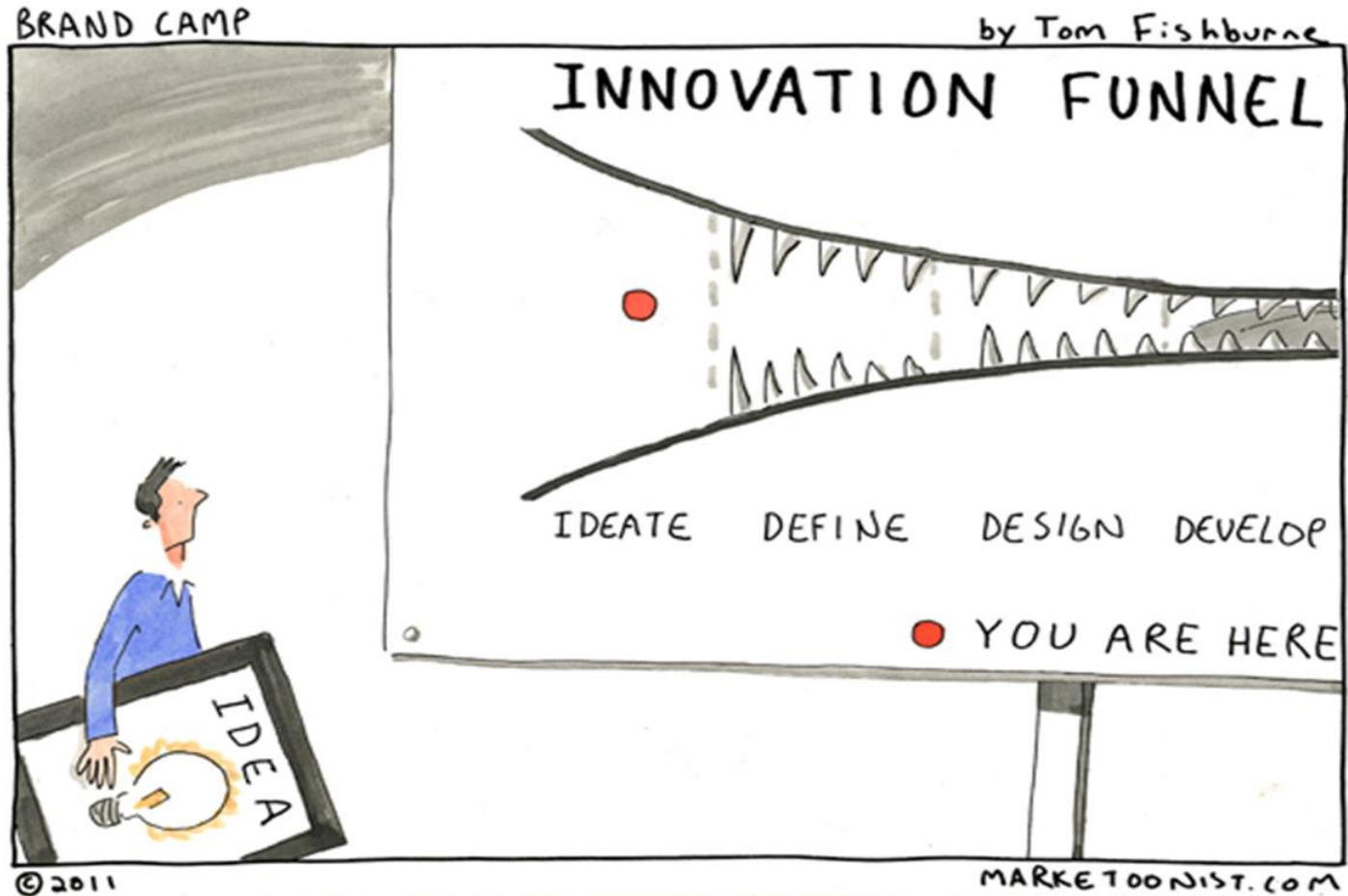


# Common agenda 2020: *Strengthen the sports innovation eco-system*

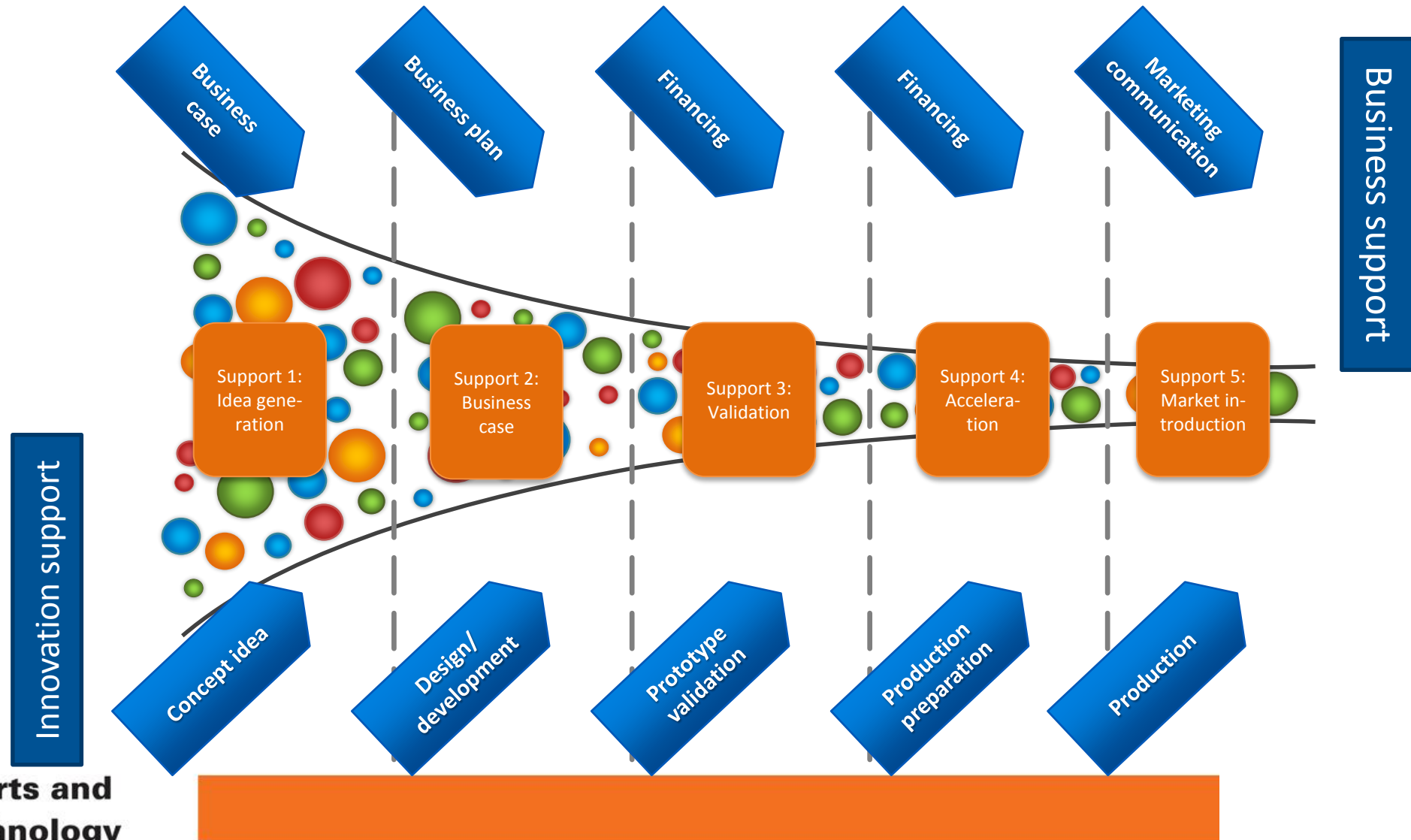


**Product Innovate**  
Cooperation  
**Knowledge Act** People  
Inspiration **Active lifestyle** Strategy  
Profit Solution  
**Business development**  
Design **Sports** Aim Public  
Entrepreneur **Services** Finance

building  triangles

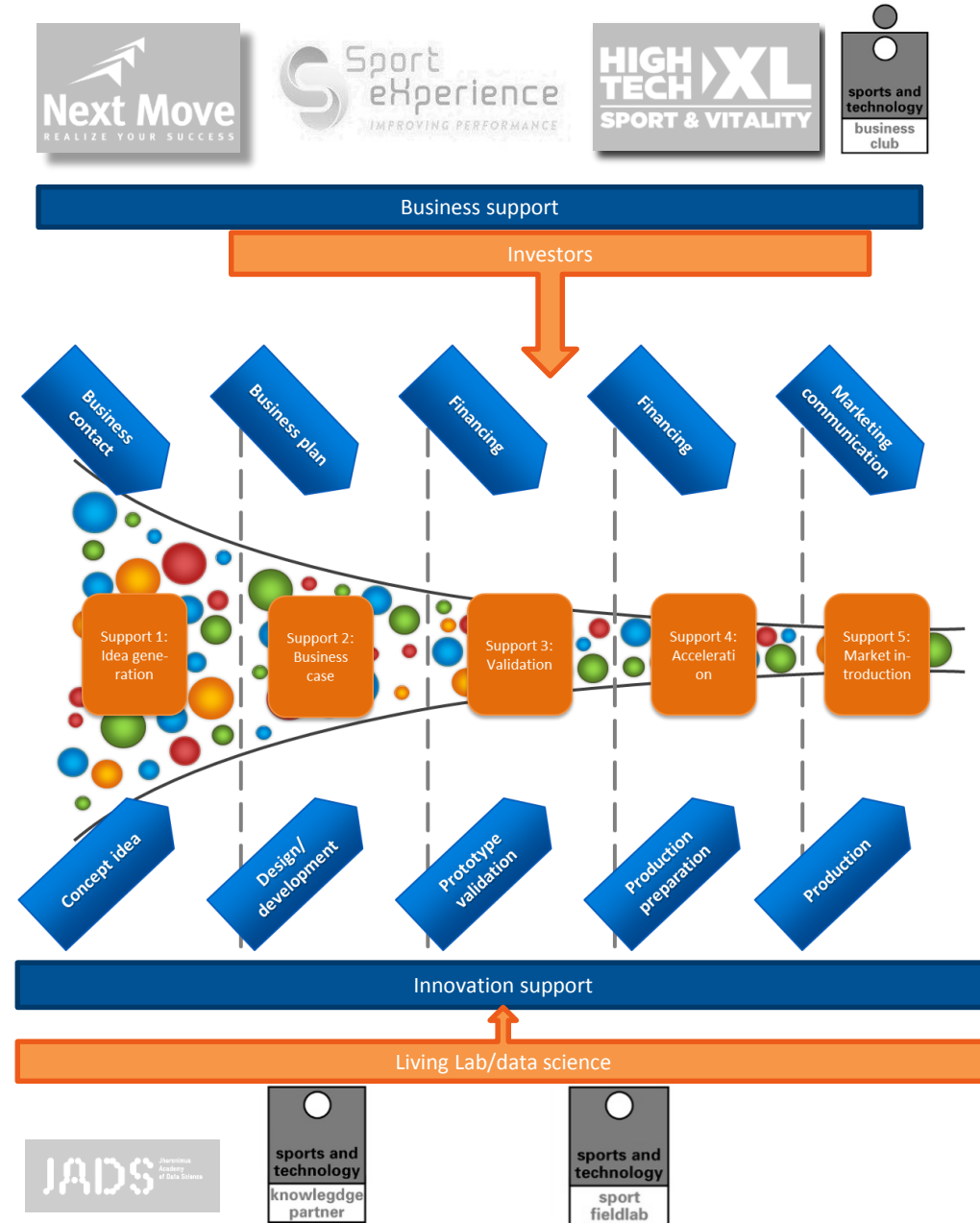


# Common agenda 2020: *Strengthen the sports innovation eco-system*



# Common agenda 2020: *Strengthen the sports innovation eco-system*

- Create value and business
- Strengthen:
  - Living labs
  - Data infrastructure
  - Research
- Brand the eco system



# Cluster Sports and Technology: International position

Part of a European Network for Sport  
Innovation:

epsi.eu



# Challenges in Q-helix cluster collaboration

- Homogenous-heterogeneous partnership
  - Provides **inspiration** but also **tension**
  - Creates **focus** but also opens up to **interesting cross overs**
- Synchronity-asynchronity of goals
  - “Time to market” perspective differs for each type of cluster partner
  - Culture





# Critical success factors



- Start from **proven excellence**
- Benefit from the **Q-helix approach**; incorporate the end user
- **TEAM**
  - Open innovation
  - Share, give and take
- Focus on **result**; create joined agenda with individual drive


## Note:

Collaboration is between people rather than between organizations

Cluster management is **not** the director of the play.

A large crowd of runners at a marathon, overlaid with a blue tint and a quote by Nelson Mandela. The runners are wearing various athletic gear, including tank tops, t-shirts, and caps. Many have race bibs with numbers and logos like Volkswagen and boost. In the top left corner, there is a diamond-shaped sign with the Volkswagen logo and the text 'TRASA ZÁVODU / RACE COURSE'.

**“Sport has the  
power to change  
the World”  
(Nelson Mandela)**

A large crowd of runners at a marathon, overlaid with a blue tint and white text. The runners are wearing various athletic gear, including tank tops, t-shirts, and shorts. Many have race bibs with numbers and logos like Volkswagen and boost. The text is centered and reads: 

**Innovation and  
Cooperation  
is the engine....**

**Thank You**

For further information

epsi.eu



**Sports and  
Technology**

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