

# INNOVATION TOOL FAIR



*Incorporating the TAKE IT UP  
Best Pitching Award*

In collaboration with  
TII and EURADA

18-19 November 2010  
m-Brussels Village  
Brussels

## INVITATION AND REGISTRATION

### Introduction

Innovation support providers (ISP) face enormous pressures and challenges to provide value added services to their client companies in search of more efficient products, technologies and management practices. To help them do their job effectively, ISP rely on their own toolbox of methodologies and techniques which they develop over time. Such tools may be developed in-house or as part of an international collaborative project (as in the case of Europe INNOVA), bought off-the-shelf or adapted and fine-tuned from other sources. In some cases, they may even become the trademark of the ISP.

### TAKE IT UP

TAKE IT UP is the name of the promotion pillar of the Europe INNOVA initiative, which is assessing, improving, positioning and disseminating novel tools and services which have been developed in Europe INNOVA projects, with a view to their take up by the wider innovation support community in Europe. One of the dissemination mechanisms for this work is the Innovation Tool Fair which has already been developed by TII, one of the TAKE IT UP partner organisations.

### Target Audience

The Innovation Tool Fair addresses **both innovation tool developers/owners who wish to enter into contact with potential users/buyers and also Innovation Service Providers (ISP) who are seeking to acquire new tools** for deployment in their own organisation. The event is open to Europe INNOVA project partners and to ISPs from the private and public sectors, irrespective of their principal area of activity and location.



## Best Pitching Award

For the first time all tool owners are invited to take part in the “Best Pitching Award”, which is managed by TAKE IT UP. This new initiative consists of a 1.5 hour webinar, face-to-face coaching on the afternoon prior to the Tool Fair, and, for the top three finalists, the opportunity to make a two-minute “video pitch” to promote their innovation tool or service at an international level through the TAKE IT UP Warehouse of Innovation Tools and Services ([www.takeitup.eu](http://www.takeitup.eu)).

## Format

The Tool Fair will follow the format of one half day (morning of 19 November) of 5-minute presentations of innovation tools and services, followed by a half-day (afternoon of 19 November) of one-to-one meetings (speed dating) between the tool holders and interested adopters. The objective is that each participant goes home with a number of interesting new job tools which can be adopted or tested further. We leave it up to the participants to decide on the terms/conditions of use which they wish to offer – share basis, licence, purchase, etc. The main ambition is that each participant offers something of value and obtains something of value in exchange.

## Timetable

**20 October 2010:** Close of registrations to take part in the Best Pitching Award

**Early November:** Participation in a webinar giving guidelines on how to make an effective pitch, followed by a Q&A session

**12 November 2010:** Close of registrations to take part in the Innovation Tool Fair (both tool presenters and potential adopters)

**18 November 2010 (afternoon):** Face-to-face coaching for presenting your innovation tool with a pool of experts

**19 November 2010 (morning):** 5-minute presentations of innovation tools (video recording of those presenters taking part in the Best Pitching Award), followed by a peer vote on the best 3 presentations/pitches

**19 November 2010 (afternoon):** one-to-one meetings between tool holders and interested adopters

## Conditions for participation

Although priority will be given to tool developers involved in a Europe INNOVA project, all Innovation Service Providers across Europe are cordially invited to participate. Tool holders attend free of charge, while interested adopters are charged a participation fee of EUR 300 (EUR 150 for TII and EURADA members).

Registration for the Tool Fair and Pitching Award should be made via the on-line facility at [http://www.surveymonkey.com/s/2010\\_ITF](http://www.surveymonkey.com/s/2010_ITF)

If you wish to present a tool, you will be invited to complete a fact sheet, which will also be uploaded to the TAKE IT UP Warehouse of Innovation Tools and Services.

Accommodation in Brussels may also be booked at the rate of EUR 99 for bed and breakfast and a group dinner will be organised for those attending the Fair on the evening of 18 November.

