



VENTURE **ALLIANCES**

*Powered by
EnvisionAlliances*

WHAT SEEMS TO BE THE PROBLEM HERE?

Businesses are susceptible to the **recycling of the same ideas without any real innovation.** Companies need innovative solutions to remain relevant & competitive. However, they often lack the technical expertise to accomplish this. Enterprises are increasingly recognising the need to:

1

Improve their innovation and R&D capabilities

2

Enhance environmental sustainability & social responsibility

3

Enable digital transformation across all business functions

European higher education produces high-level academics and researchers with great potential in finding innovative solutions to real-world problems. However, they often **fall short of actualising these solutions by bringing them to the market** due to:

- 👉 a lack of entrepreneurial & resilience skills;
- 👉 limited understanding of industry and market needs;
- 👉 difficulties in handling exploitation of research results and managing intellectual property.



WHAT DO WE WANT TO ACCOMPLISH?

Venture Alliances wants to build a platform to allow academics & businesses operating within the same sectors to **interact, collaborate** and **build meaningful partnerships**, to enable the bridging of knowledge and experience between academia and industry.

Venture Alliances platform aims to:

Help businesses innovate responsibly

Assist businesses in obtaining access to cutting-edge innovation from the academic world, helping them reach their goals for digital transformation and social & environmental sustainability.

Create new ventures

Create 100 venturing pairs and partnerships among academics and businesses, with a special focus on green and digital sectors.

Foster academic entrepreneurship

Equip higher education academics with the skills and knowledge required to create sustainable business ventures from their innovations.

Enable universities to commercialise

Improve the possibilities of European academic innovators to gain funding and commercial traction for their new technologies, allowing them to reach the world outside the labs.

HOW DO WE PLAN TO ACHIEVE THIS?



Recruit and select the most promising academic researchers and knowledge-based enterprises.

Match academic innovators & businesses through matchmaking events, to create 100 'venturing pairs'.
An academic innovator matched with a relevant business in the same sector, or looking to solve the same problem.



Allow venturing pairs to exchange skills and knowledge while fostering an environment of collaboration through entrepreneurial residencies.

Encourage the pairs to co-create innovative joint ventures with the potential to turn into sustainable business solutions, ideally with an environmental, social or digital focus.



Give the most promising joint ventures the opportunity to pitch in front of an advisory board of experts and investors.

Provide the platform participants with all the required training, mentorship, support and networks along the way.



IN PRACTICE, WHAT IS THIS GOING TO LOOK LIKE?



Pilot Phase

20 first venturing pairs are selected, January 2023 (month 8)



Second Batch

of 40 venturing pairs selected, October 2023 (month 17)



Final Batch

of 40 venturing pairs selected, May 2024 (month 24)



Business Cases

are pitched, December 2024 to April 2025 (months 30-34)

Advanced TRL of
new tech

Better investment
readiness

Follow-up
funding identified

Partnering
networks defined

THE ENTREPRENEURIAL RESIDENCY PROGRAMME



Entrepreneurial residencies are at the core of Venture Alliances. Through these residencies, academics will obtain hands-on experience working alongside businesses and entrepreneurs in a real-world context. The venturing pairs will collaborate and build meaningful partnerships, working together towards a specific challenge.

3 possible collaboration models:

THE INNOVATIVE ACADEMIC

The academic has an innovation at the proof-of-concept stage, with potential to be launched into an entrepreneurial venture. Together with the business partner, they will work on technological R&D, elevating TRL while bringing into focus the commercial aspects such as value creation, resourcing, planning and management/running of the business.

The entrepreneur or business has a technology problem or product development / sustainability goal that they would like to address. The academic is given access to company resources to work on technological development while receiving expertise in practical aspects of productisation, marketing, customer focus, resourcing and starting-up / running a high-tech enterprise.

TECH ISSUE OR GOAL

THE COLLABORATIVE APPROACH

The collaborative approach involves the labour market actors presenting a case or market problem. The academic-business match unit works together to address it.

Training, mentorship and support (including support related to IPR & patent management) will be provided to each venturing pair at every step of the process. The end result will be a joint venture between the academic and business. The most promising ventures will be selected to pitch to a board of experts and investors.

WHO ARE WE LOOKING FOR & WHAT'S IN IT FOR YOU?

Private businesses, corporations and entrepreneurs wanting to...

- Solve a technology problem or product development goal
- Invest in innovation, enhance CSR and solve corporate & world challenges through digital & green solutions

Priority sectors

Green and environmental technology, ecology, earth systems, engineering, ICT, AI & ML, robotics, nanotechnology, digital health, health tech – BUT – all sectors will be considered.

By joining the Venture Alliances network...

As a **private business**, corporate or entrepreneur, you will get the chance to:

- 👉 Access groundbreaking new technologies from the academic world
- 👉 Get invited to well-funded projects
- 👉 Improve your R&D processes and innovation capabilities



SO, YOU WANT TO GET ON BOARD?

Send us your details via e-mail to subscribe to our mailing list.

We'll notify you when applications are launched, invite you to our webinars and keep you posted with the latest developments.

The first call opens in November 2022.

Play a key role in designing the Venture Alliances platform: We want to make sure we're designing something you'll find useful. If you'd like to be interviewed as part of this process, and be at the forefront of the happenings, we'd be very happy to hear from you.

Want to be involved in some other way? Have a question for us? Need resources to launch your knowledge-based venture NOW?

Then talk to us now. We can give you access to information and resources, for example, industry networks, market insights, support to acquire public funding, connections with investors, mentoring, IPR navigation, and more.



WHO WE ARE

This initiative is part of the ENVISIONAlliances project, in which five European universities and four SMEs are working together to pair 100 innovators with 100 industry players over the next three years.



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info@venturealliances.eu



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