

RAPIDE NEWS

Issue 6

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RAPIDE

Seasonal Greetings from Father Fast-Track

How to innovate between Christmas and New Year?

Marketing and consumption of daily goods and services peak shortly before Christmas and has an abrupt breakdown right after.

What about using this market niche and launching new innovative services and products within the silent time between Christmas and New Year?

An additional advantage could be the absence of public administration (due to Christmas holidays).

So if you have innovative ideas start to specify them right now!

What I want to say is think big and out of the box in 2010.

RAPIDE and Europe needs new innovative solutions for the future.

Merry Christmas!
Vesele Vanoce!
Vesele Vianoce!
God Jul!
Hyvää Joulua!
Haid joule ja head uut aastat!
Fröhliche Weihnachten!
Kala Christouyenna!
Wesolych Swiat Bozego Narodzenia!
Feliz Navidad!
Nadolig Llawen!



Father Fast-Track
Head of Unit
Presents
DG Christmas



Co-Financed by
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Merry Christmas from RAPIDE

The silent time of the year is approaching but RAPIDE uses the advent time to initiate its innovative RAPIDE Actions for 2010.

Thanks to the RAPIDE working groups the partners were able to specify within their Action Plan Background papers the specific innovative actions which they will implement.

1. Innovation Voucher Schemes

The RAPIDE working group enabled the partners to learn from current good practices and to design their specific voucher schemes.

- 5 regions

2. Pre-Commercial Procurement projects (PCP)

RAPIDE took up the challenge to learn from a new and very promising idea examining how the public sector can promote innovation.

- 3 regions

3. Business Angel Networks

The EBAN (European Business Angel Network) supports RAPIDE to find new ways how to stimulate regional BA networks.

- 2 regions

4. Assessment tool for start-ups in incubators

RAPIDE is addressing with a new assessment tool the need to improve the quality and success rate of supported companies.

- 2 regions

5. Pitching tool to bring innovators to investors

RAPIDE creates an online pitching tool to ease and standardise the first contact of innovators with Business Angels and/or public funding schemes This will be done via online pitching slots and will help to bring innovation faster to the market!

- 1 region is taking the lead for this tool and the network will mainstreaming this practice throughout Europe

6. Regional Innovation Partnerships

Cross-industrial partnerships between the public and private sector often need the right infrastructure to achieve their targets regional innovation.

- 3 regions will support these partnerships





RAPIDE jumps into 2010

In 2010, RAPIDE will be busier than ever before.

The main targets are:

1. Finalisation of the RAPIDE action plans:

The RAPIDE Action plans will clearly define the To Does and responsibility of each stakeholder. Therefore all stakeholders need to be included already in the preparation of the plan.

The main milestones are the two thematic peer reviews including external experts in February and March.

2. Commitment of Managing Authorities to implement the RAPIDE Action Plans.

It is each partner's responsibility to guarantee the MA's support for the Action Plan. To strengthen the co-operation between MA, RAPIDE partner and the EC, DG REGIO is organising on **24 March 2010 a conference exclusively concentrating on RAPIDE** and its regions.

Each partner's MA will have the opportunity to meet with their geographical unit desk officers and EC experts to discuss their Action Plan, setting out concrete actions in their region commercialising innovation more quickly.

The Commission's direct involvement in RAPIDE means an exclusive opportunity for all

partners to develop a true dialogue between the EU and the respective regional players.

On 21 May all the MAs will have the opportunity to sign the finalised Action Plan together with the Commissioner for regional development.

3. Implementation of the first actions

RAPIDE is a step ahead and will present the first steps of implementing the action at the **final conference on 15-16 June 2010.**

In addition this conference will be used to launch the final RAPIDE policy recommendations.

RAPIDE calendar 2010:

January 2010:

- First draft of pitching tool

February 2010:

- 1st Peer review

March 2010:

- Rapide in Action conference
- 2nd Peer review

April 2010

- Finalisation of Action Plans

May 2010

- Regions for economic change conference + RAPIDE signing ceremony

June 2010

- Final RAPIDE conference

July 2010

- Dissimination

August 2010

- Final reporting

RAPIDE is pitching

It is a proven fact that there is no culture of pitching amongst innovators in Europe, contrary to the US where every social event is used to spread its own innovative business ideas. It is therefore much easier for American business angels to find their potential "clients".

Furthermore the first access to public funding is always via written application forms. In today's era of digital communication these forms even if they are online are very often seen as outdated obstacles to access support for new innovative ideas.

To overcome those cultural and formal obstacles RAPIDE is currently developing an online pitching tool which can be used equally by business angels and public funding schemes to identify potential innovators for future support.

This tool takes into account the two above-mentioned obstacles and the new way of e-communication.

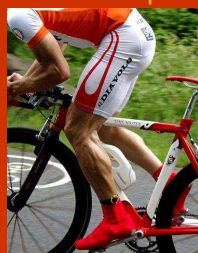
RAPIDE believes that online pitching is the future to match innovators and investors. The target is that even EC programmes will take up this idea to provide a new innovative way of first contact to funding.



For more information on RAPIDE Actions or this Newsletter please contact

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RAPIDE Actions

