



## Fit for Health

Support to **SMEs & Researchers**  
in **FP7 Health-oriented projects**

## The SME Experience

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Fabio Buccolini – Vox Net

[www.fitforhealth.eu](http://www.fitforhealth.eu)



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**Fabio was born in Rome the 18th July 1969 and as Vox Net CEO/Project Manager he is responsible for the R&D activities, especially in the healthcare, telemedicine and ICT field.**

**He did consultancy activities for Bic Lazio (Business Innovation Centre) and Lazio Region supporting the innovation actions too. In his experiences there are tutoring, training and speaking as an expert in a lot of events at national and international level.**

**More deeply he has been speaker/chairman on E-health/telemedicine events such as MED-E-TEL in Luxembourg on 2004, 2005 and 2006, MEDICON 2004 - Ischia, EHTEL/CNR 2005 - Rome and others. He has published more than 25 scientific and technical papers at international level and he holds an Italian Utility Model Patent N° T228312Y (Portable refrigerator for Organ Sharing) and filed two patents on Psoriasis and Nutrition focused on Quality of Life and Ageing**

**Fabio attended some specialization courses also in Telecardiology and Telemedicine sector that with its other skills form part of the experiences in the EU projects he managed in the E-Health, biotechnology physical activity and energy/sustainability areas.**

Vox Net is a SME founded in 1997.

It offers a full range of technology expertise from software engineering to advanced interactive systems, from web site design, dissemination strategies and development to ICT system integration.

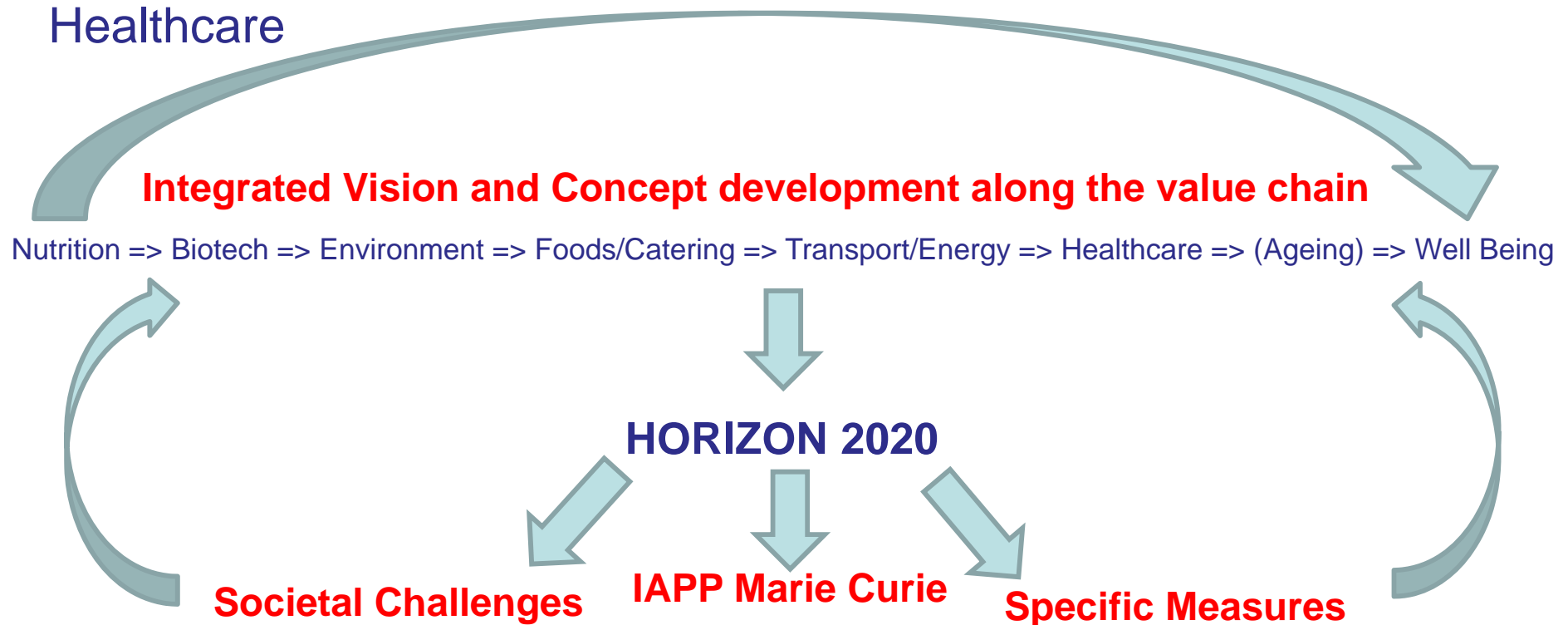
The Vox Net Research and Development activities range from internal research projects to international joint research projects. Vox Net developed, promoted and sold ICT products and telematics services with particular emphasis on the internet field especially in the **telemedicine area**.

Vox Net web services make it easy for contents providers and professionals to create and deliver affordable, interactive full range E-services over the TCP/IP protocol.

Vox Net staff is a good blend of experience and expertise and participate in innovative projects since 5FP and it finished to Coordinate the **FP7 Project – CAPACITIES New E-Services for a dietary approach to the elderly - RISTOMED**

## Market Areas / Applications Fields / Vision

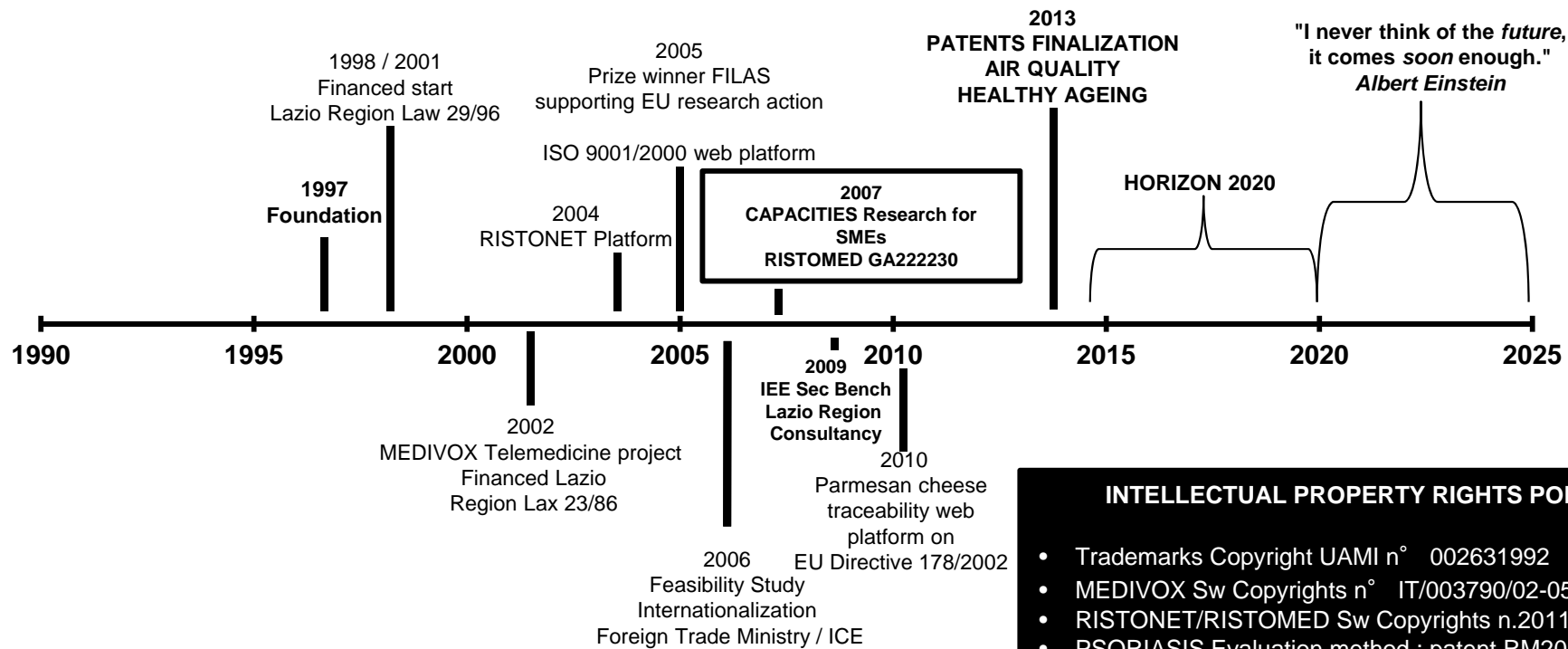
- Nutrition
- Biotech
- Environment / Transport / Energy
- Foods
- Healthcare



# SME History from 1997 to .....



## SME Milestones and Achievement



### INTELLECTUAL PROPERTY RIGHTS PORTFOLIO

- Trademarks Copyright UAMI n° 002631992
- MEDIVOX Sw Copyrights n° IT/003790/02-05-2006
- RISTONET/RISTOMED Sw Copyrights n.2011001652
- PSORIASIS Evaluation method : patent RM2012A000610

1999 – 2010

Several scientific publications, events participation and speakers invitation

1999 – 2010 Several Projects Submissions EU level

### Start- Up at regional level as strategic task

- Innovation scouting « IDEAS » from people to the SMEs
- Funding SME infrastructures and services (tutoring and coaching)

### Research & Development at regional level (first step)

- Innovative Product/Service «vertical approach»
- Funding SME labour costs and services (mentoring and IPRs)

### Research & Development at European Level (second step)

- Innovative research based on Product/Service (KET-FET) in different application fields
- Funding RTDs/SMEs

### Internationalization (Extra UE) – National Level

- Funding SME services and labour costs for the internationalization
- Technology transfer – Financial Services

### SME Support at European Level (e.g. Demo for SMEs)

- Technology transfer and implementation (IPR)
- Stakeholder involvement
- Capital Venture

### Decision to focus public funding (PF):

- No availability of own resources (SME under capitalized)
- Institutional support needed
- Tutoring from «smart people» met in local institutions/agencies (e.g. BIC/EBN/APRE etc.)
- PF as a key element for the market : a public funded SME is considered «trustable»
- Training on projects/concepts /ideas and business plans = **VISION = Praxis on Innovation**

### Decision to focus those PF programme (Region, Nation, Europe)

- Opportunity
- Timing
- Relationship
- Concept Ideas
- Funding %
- Market Transferability
- ROI

### S

- **Thinking and planning at EU Level**
- **Quite easy bureaucratic access (considering the MS)**
- **People met, relationship (SMEs Vs RTDs)**
- **Professional growth**
- **Funding level and %...although co-funding is difficult**
- **Innovation – R&D**
- **Market understanding**
- **Harmonization Vs. Disharmonization**



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- **Distance**
- **High travel costs for an SME (Videoconf. Ok... but 😊 !)**
- **People met, relationship (RTDs Vs SMEs)**
- **Officers should be closer to the project**
- **Topics harmonization and relationship/integration of “similar” projects**

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- **Market enlargement**
- **Competitiveness**
- **Internationalization at EU level**
- **Different Visions**
- **Innovation / R&D produce other innovation / R&D**
- **Crossing topics, market opportunity and interdisciplinarity**

### T

- **Financial sustainability for the project due the market changes**
- **Concept ideas, products/services, models copied if not possible putting under IPRs**
- **Timing (two years not enough)**
- **Divert the SME form the core business**

Topics closer to the SMEs interests although in 7FP Health and KBBE already did.

Increasing the % of SMEs need to be involved in Societal Challenges Calls.

Design «topics» with a higher level of interdisciplinarity and with a bottom – up approach

Implement the IAPP – Marie Curie tool for a higher RTD/SME involvement

Involve more evaluators/experts from the SMEs area designing rules to avoid conflict of interest

Support SMEs projects to avoid the “death valley” building a finance interface only for SMEs directly from BEI

Financing SMEs within big projects where SMEs represent an added value and not only a possible customer/seller of the R&D results

Venture Capital – Seed Capital «selected» ex-ante SMEs meeting (BEI See before)

Implementing a coordinated cross entities (financial) support among EU – MS – Regions

Designing a pre commercial procurement tool where SME can reach the (public) stakeholder

End and .....Contact details



Thank you!

Questions ?

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