INNOVATION EXCHANGE AMSTERDAM IXA

Introduction

Annemieke de Raad

Business Developer TTT-AI, IXA/UvA
a.deraad@uva.nl

Peter Westerhuijs

Program Director TTT-AI, BD IXA/UvA
p.westerhuijs@uva.nl

INNOVATION EXCHANGE AMSTERDAM IXA

Today

- Peter Westerhuijs: Startup Journey
- How can IXA and others support you?
- How can TTT-AI support you?
- How can FNS support you?
- Annemieke de Raad: Importance of - and the use of IP
- Paul Groth: spin-off venture Longform.ai
- Q&A – your questions, what are your ideas, what are your needs?

Innovation Exchange Amsterdam

5
IXA Offices



4
Knowledge Institutions

6
Incubators



Many
Collaborations



AMOLF, Nikhef, CWI,
NKI-AVL, KNAW



Partnering science for Impact

Business Developers, Legal Counsels,
Grant advisors (UvA en VU)

IXA – your support



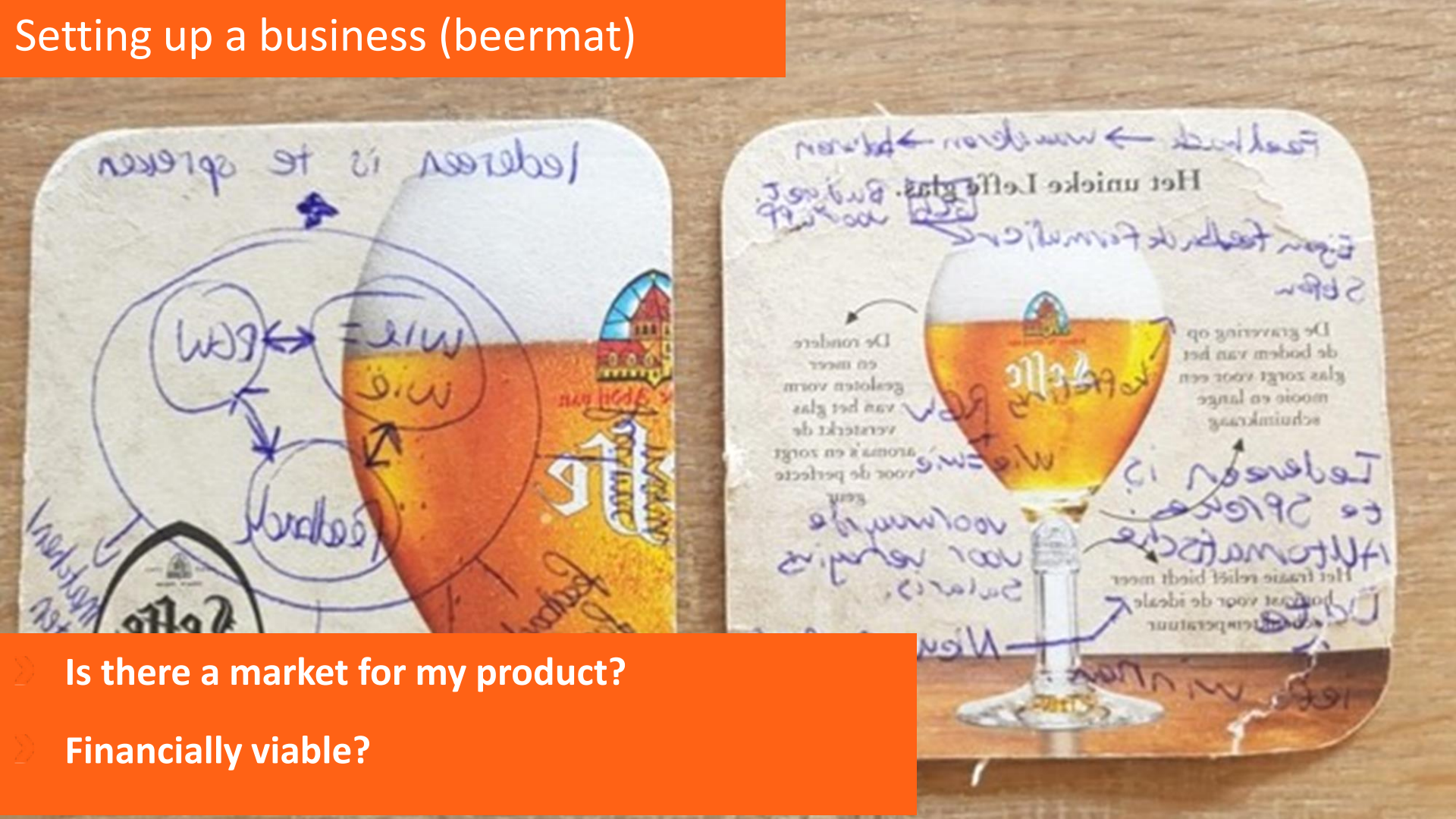
INNOVATION EXCHANGE AMSTERDAM IXA

The Startup Journey

In General, Reasons to Valorise

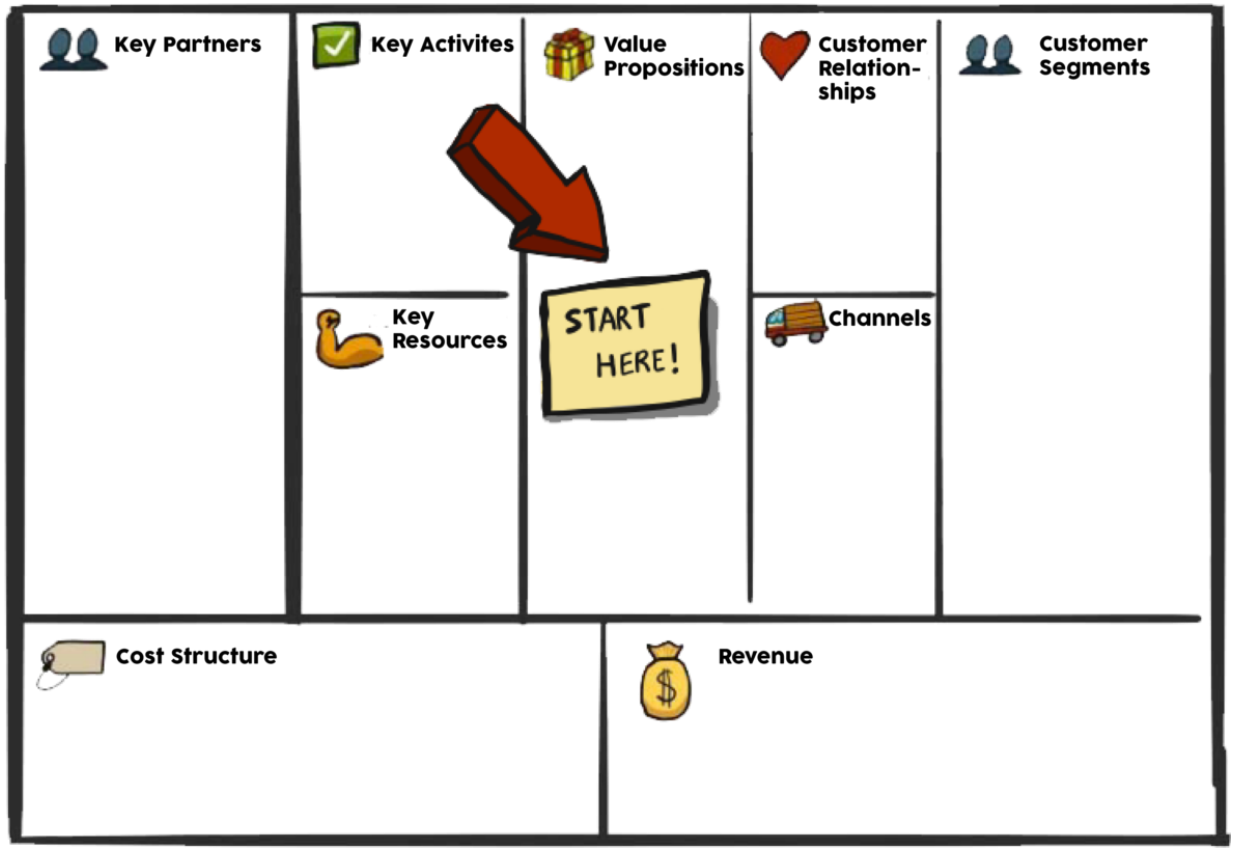
- Personal **development** and **fun**
- **Expand** your network
- **Collaboration** gives you new scientific questions and ideas
- Increase chances for Research **funding**
- **Government** promotes collaboration between academia and industry to increase impact of research
- **Industry** increases outsourcing of (fundamental) research to academia
- **Society** expects public benefit from research with public money

Setting up a business (beermat)



- **Is there a market for my product?**
- **Financially viable?**

Conceptualize

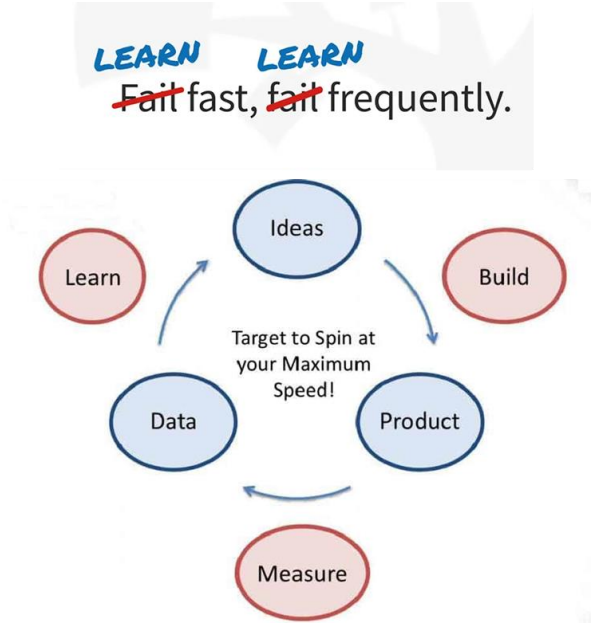




Theory

- Designing Thinking (Steve Blank) – problem-solution fit
- Lean Startup (Eric Ries) – validation – minimal viable product
- Strategyzer, Alexander Osterwalder – Canvas
- YouTube ☺





Valorisation Process



Validation Cycle

6 steps



Pilot Validation

Partner with strategic(paying) parties



Communicate with care



Check support and use university knowlegde



Benefit from training facilities

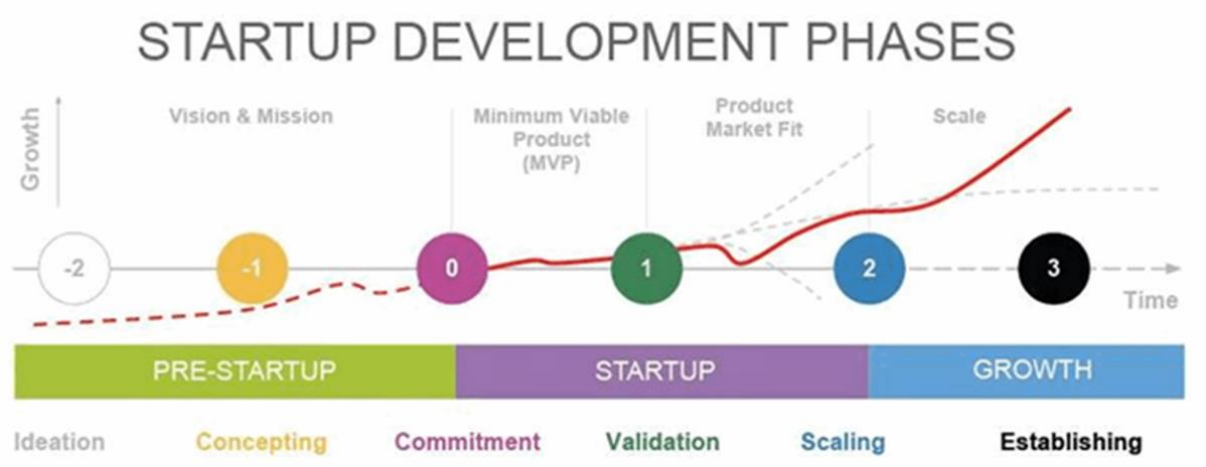


Design your business concept



Circles → Spiral

in each stage different investors



"Design Thinking" *"Lean Startup"*

In practice

- **Digital startups are different** than other tech startups. Relies less on IP and more on speed and the creating of traction.
- **Spinoffs, involving tech transfer**, are a relative small part of the digital startups, but often more impactfull.
- More possible with **Intellectual Property Rights** (IPR) than most think like copy rights of software and that patents for AI are often possible.
- Do not be afraid of **becoming an entrepreneur** yourself!



JUST DO IT.

How does IXA support you

How does IXA support you



- Business development
- Funding
- Legal support

Demonstrator Lab



Typically

- Coaching to entire idea-to-market process
- Funding, housing, network

Amsterdam Venture Studios



Typically

- Coaching to start-up and grow
- start-up funding, housing, program

CAEMPUS

(ACE, Amsterdam Centre for Entrepreneurship)



Programs

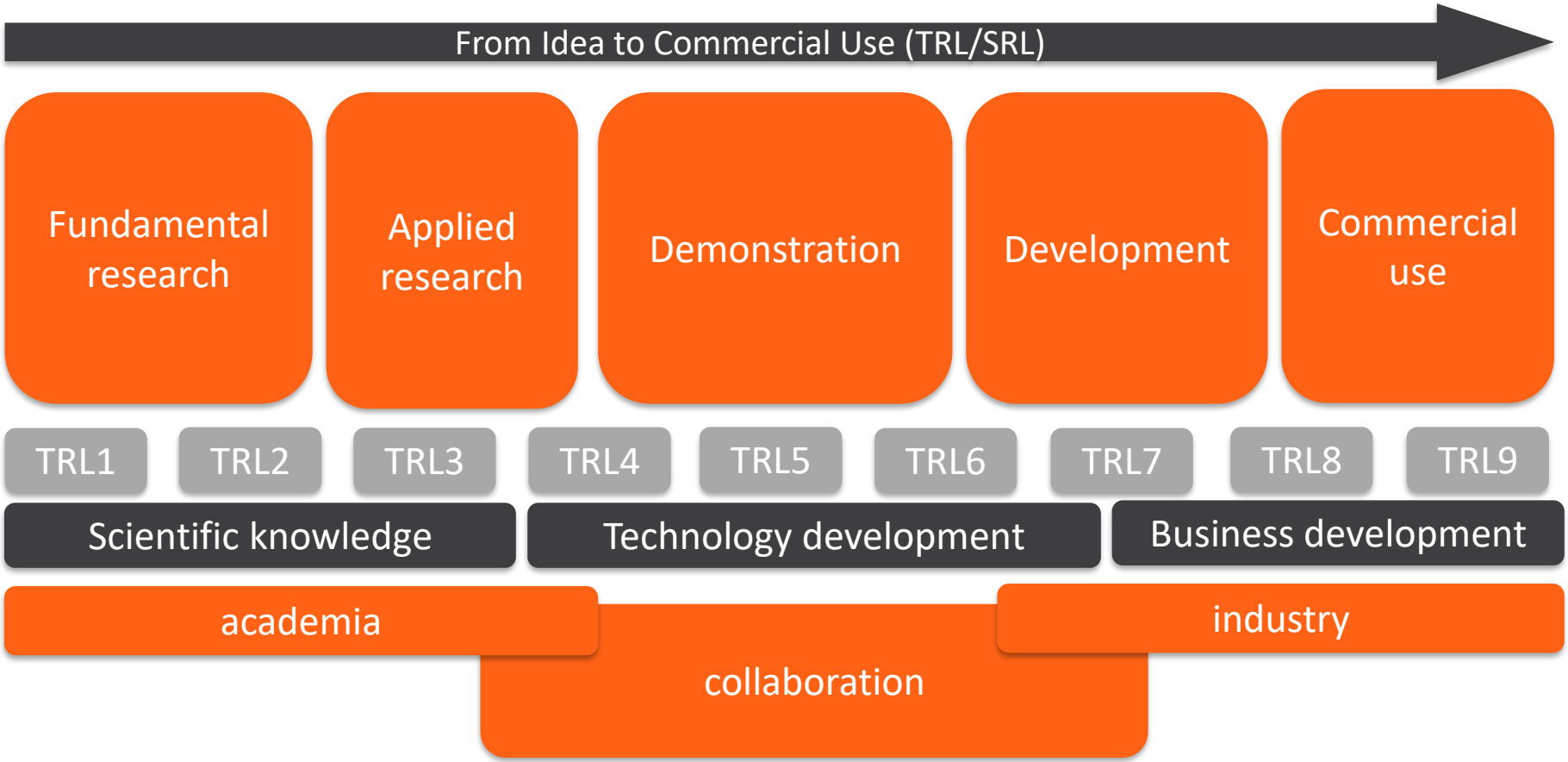
- Explore
- AI Lab
- Incubation

Open Kitchen Labs - Science Park

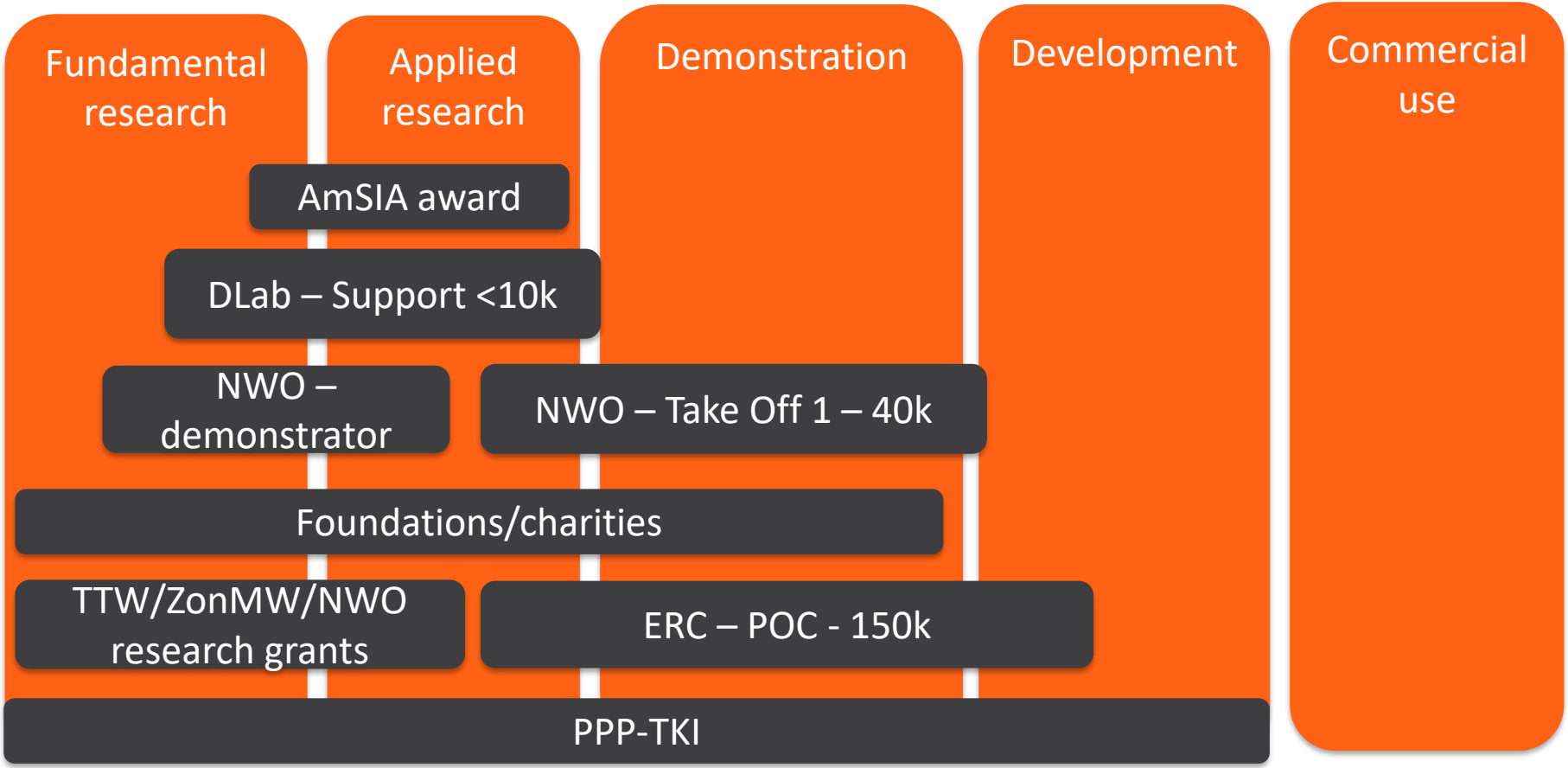


Open Kitchen Labs at Amsterdam Science Park: accessible, shared laboratory space, including equipment and expert support, at affordable pricing.

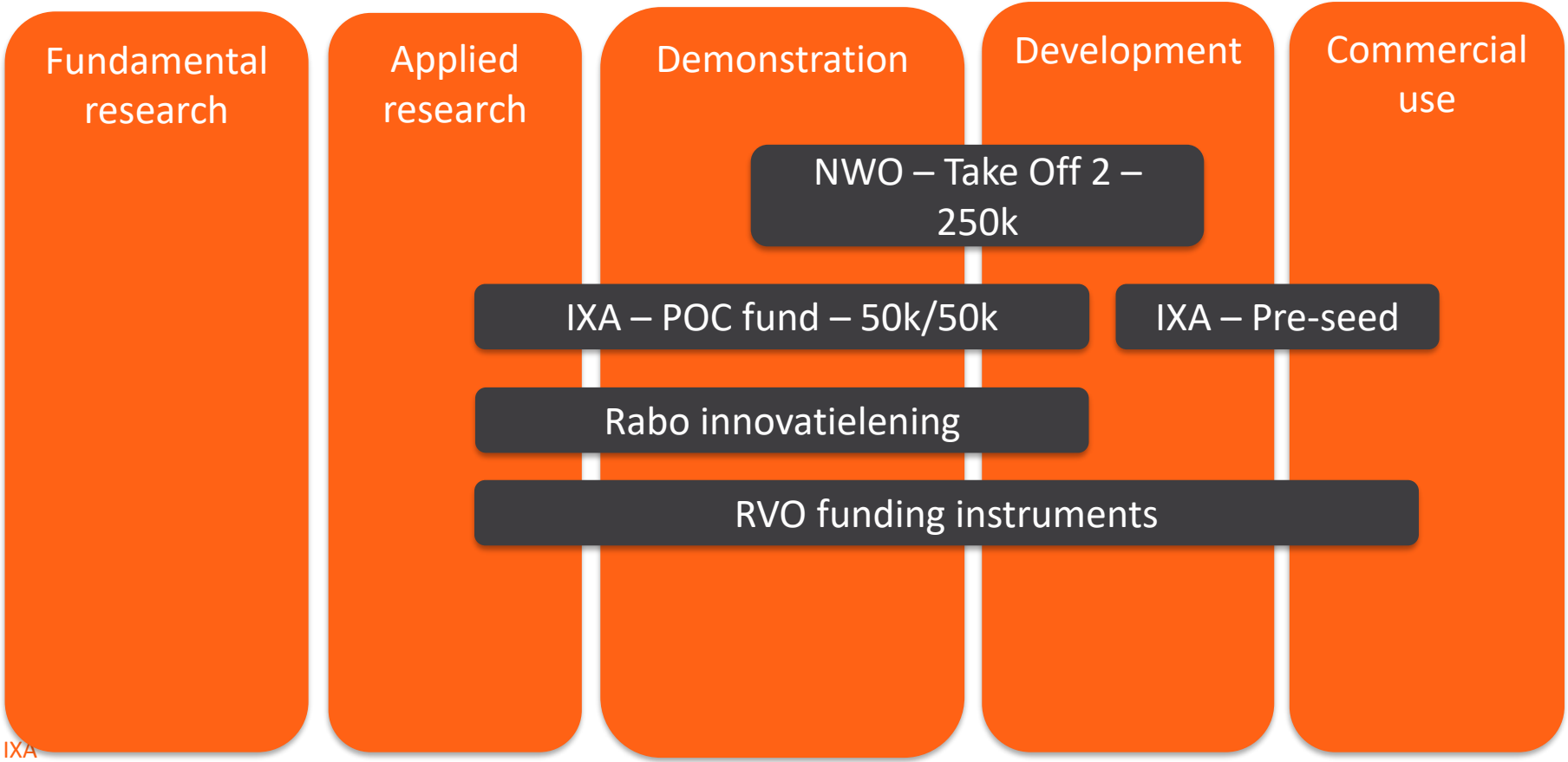
Overview support from IXA and others


From Idea to Commercial Use (TRL/SRL)
Fundamental research
Applied research
Demonstration
Development
Commercial use
TRL1
TRL2
TRL3
TRL4
TRL5
TRL6
TRL7
TRL8
TRL9
Scientific knowledge
Technology development
Business development
academia
industry
collaboration

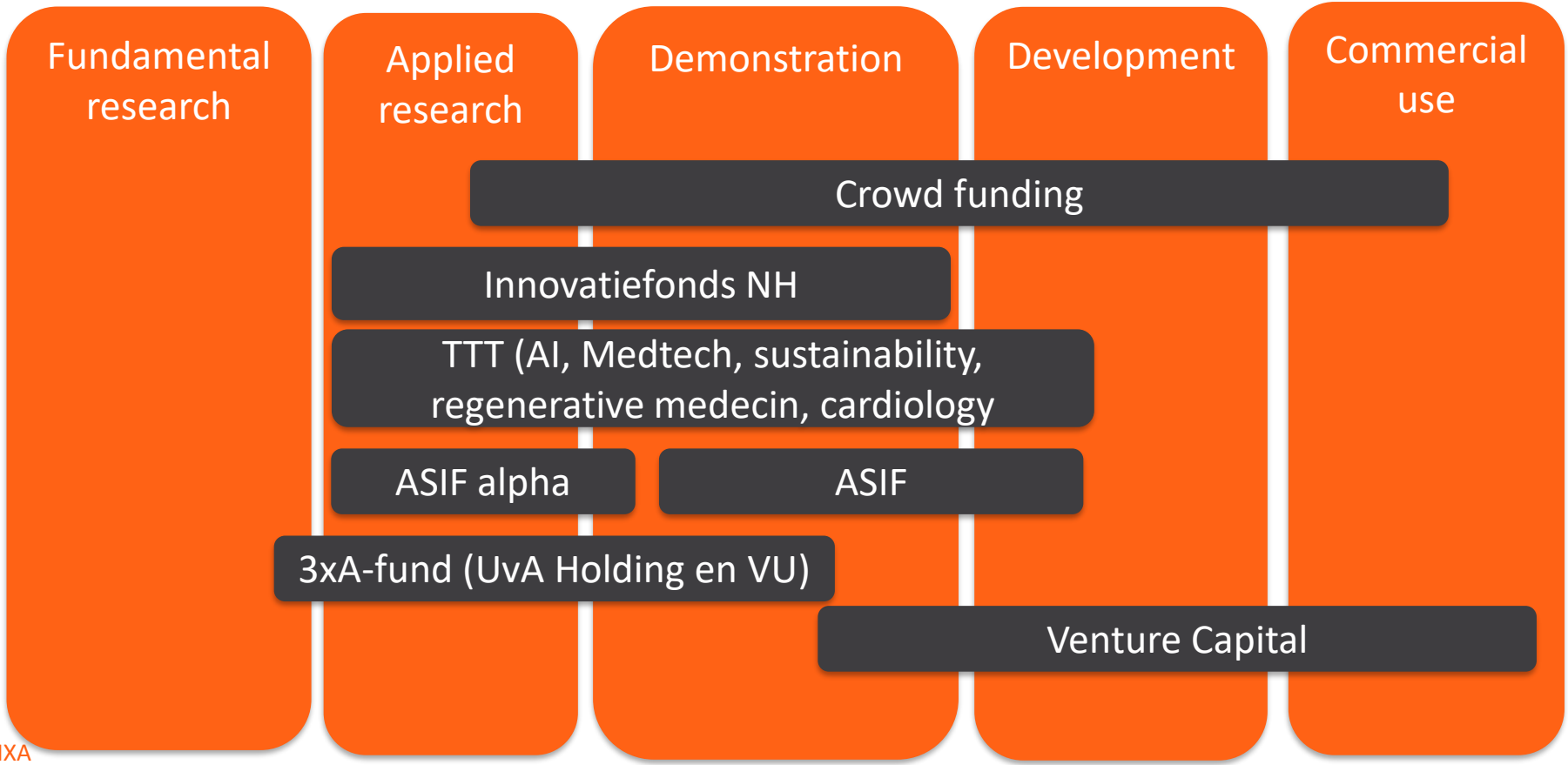
Grants & Awards



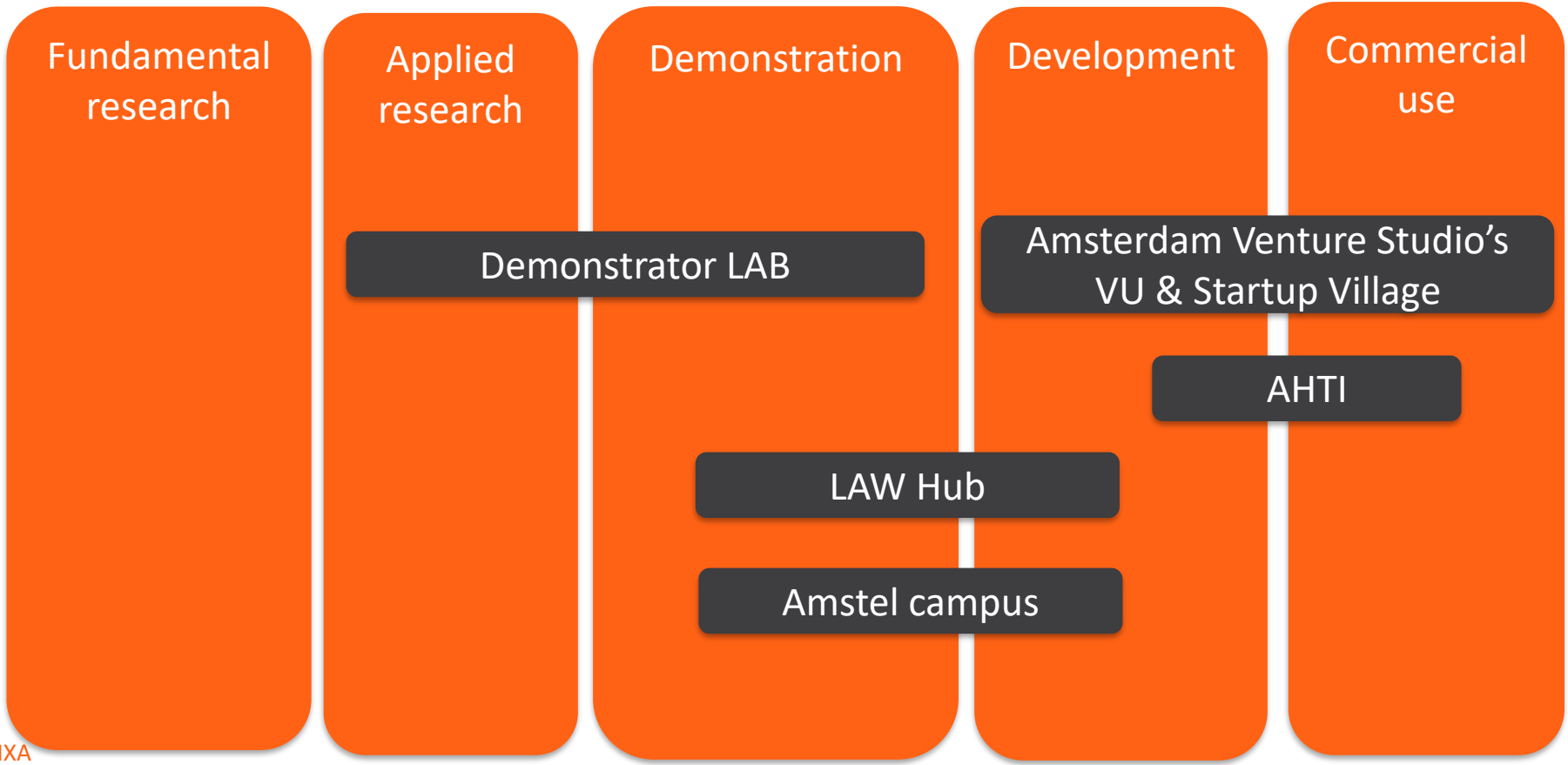
Loans


Fundamental research
Applied research
Demonstration
Development
Commercial use
NWO – Take Off 2 – 250k
IXA – POC fund – 50k/50k
IXA – Pre-seed
Rabo innovatielening
RVO funding instruments

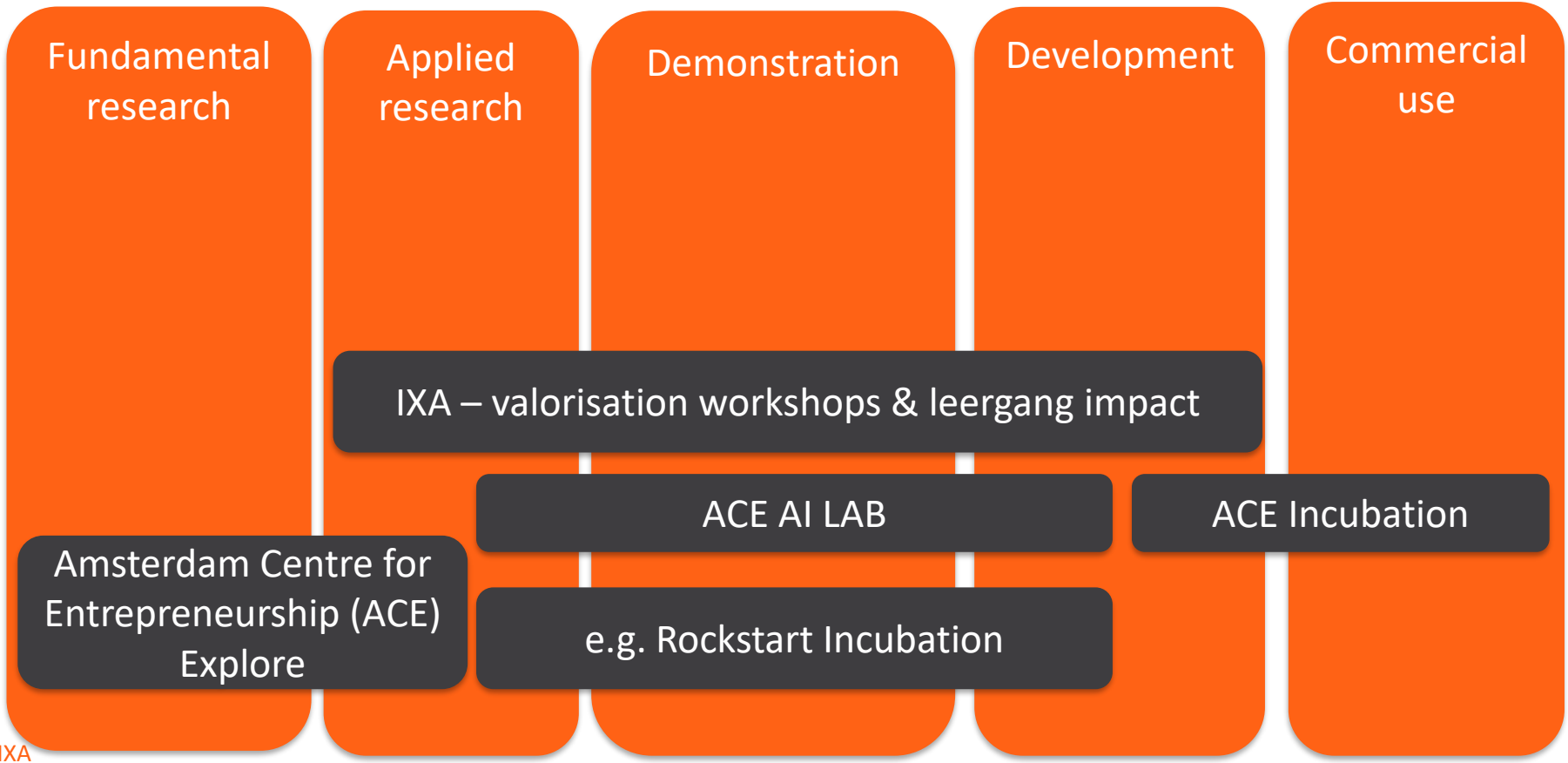
Investments



Support Programmes (1)



Support Programmes (2)

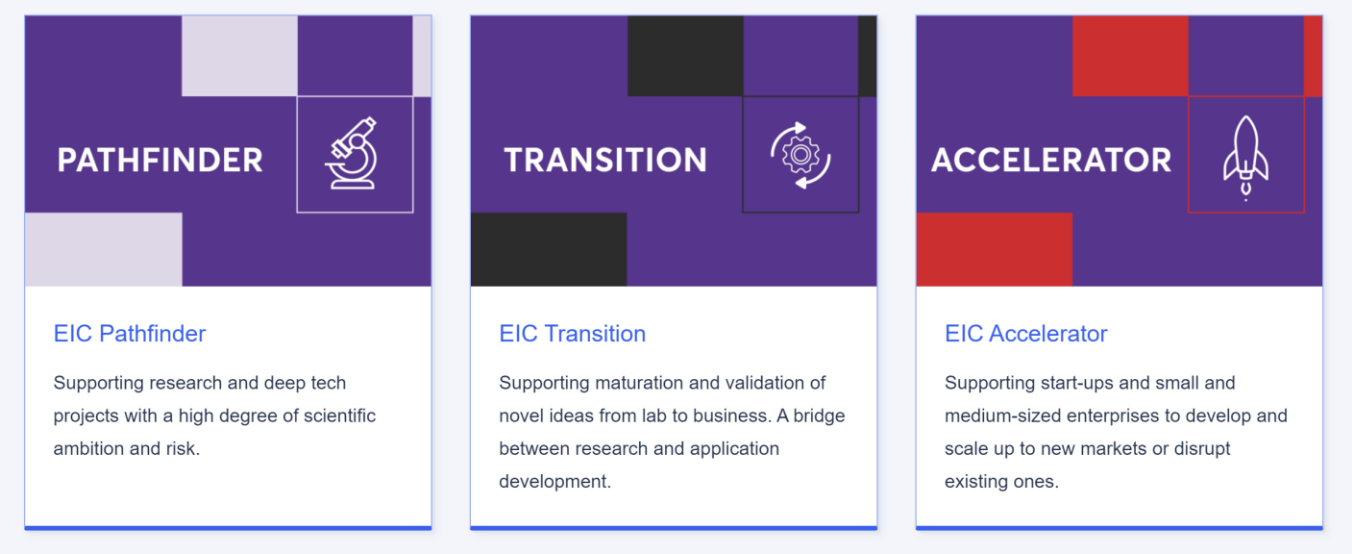


Other

- Join **AmSIA** with your idea! The Amsterdam Science & Innovation Award (AmSIA) is the Amsterdam competition for research based innovative ideas and impactful innovations. Kick-off in the beginning final event in 2025. **Awards of 10k.** Visit our website: www.amsia.nl
- Join the workshops and startup programs.
- See the **IXA** website for more information and all relevant links: www.ixa.nl
- Contact IXA: **Annemieke de Raad**: a.deraad@uva.nl
- See the website of NWO www.nwo.nl
- AI Startup & Scale-up working group NL AIC. www.nlaic.com

- And don't forget **Europe** … (next slides)

EIC



Thematic Technology Transfer Artificial Intelligence

- **European Innovation Council** www.eic.ec.europa.eu
- RVO Helpdesk www.rvo.nl/subsidies-financiering/horizon-europe/eic
- EIC Pathfinder and Transition, below TRL 6.
- EIC Accelerator towards market launch TRL 9.
- Relative high success rate for Dutch proposals.

More EU (10 websites you need to know for European funding opportunities)

INNOVATION EXCHANGE AMSTERDAM

1. Marie Curie Actions - Funded projects
Marie Curie Fellowships are European research grants available to researchers regardless of their nationality or field of research. http://ec.europa.eu/research/mariecurieactions/funded-projects/how-to-manage/index_en.htm

2. European Research Council - Funding and Grants
European Research Council (ERC) grants support individual researchers of any nationality and age who wish to pursue frontier research. http://erc.europa.eu/funding-and-grants

3. Joint Research Centre - External Staff Recruitment Application (ESRA)
The Joint Research Centre (JRC) is a Directorate-General of the European Commission and comprises seven institutes. Its activities range from the risk assessment of chemicals to the forecasting of natural disasters, from evaluating product safety standards to providing assistance to humanitarian crises. http://recruitment.jrc.ec.europa.eu/

4. European Commission - DIGITAL AGENDA/DG CONNECT - Funding opportunities section
The Digital Agenda for Europe (DAE) aims to reboot Europe's economy and help Europe's citizens and businesses to get the most out of digital technologies. It is the first of seven flagships initiatives under Europe 2020, the EU's strategy to deliver smart sustainable and inclusive growth. http://ec.europa.eu/digital-agenda/en/newsroom

5. European University Institute - Max Weber Programme for Postdoctoral Studies
Max Weber Fellows are offered training to develop professional skills such as teaching, academic writing and publishing, and job market presentation. http://www.eui.eu/ProgrammesandFellowships/MaxWeberProgramme/Index.aspx

6. EURAMET - European Association of National Metrology Institutes - Researcher Grants
EURAMET is responsible for the drafting and execution of the European Metrology Research Programme (EMRP), designed to encourage collaboration between European National Metrology Institutes (NMIs) and partners in industry or academia. The programme funds joint research projects in specific metrology fields. http://www.euramet.org/index.php?id=emrp_grants

7. Executive Agency Education, Audiovisual & Culture (EACEA) - Erasmus Mundus Joint DOCTorates (EMJDs)
The Education, Audiovisual and Culture Executive Agency (EACEA) is responsible for the management of certain parts of the EU's programmes for education, culture and audiovisual. These doctoral-level training and research programmes offer fellowships covering up to three years of doctoral activities.
http://eacea.ec.europa.eu/erasmus_mundus/results_compendia/selected_projects_action_1_joint_dOCTorates_en.php

8. Bilateral EU Cooperation in Science (BILAT) - Funding
This website is dedicated to research funding opportunities worldwide, and to projects supporting EU policy dialogue with those countries that have a science and technology agreement with the European Union. http://www.bilat.eu/235.php

9. Euratom Energy - Fusion - Funding opportunities
Fusion energy is a long-term research project requiring sophisticated experimental devices and a large coordinated effort. To support the programme, specific funding opportunities/mechanisms - different to those used for other EU research programmes and fully coordinated at European level - have been set up. http://ec.europa.eu/research/energy/euratom/index_en.cfm?pg=fusion&section=funding

10. Executive Agency for Health and Consumers - Funding
The Agency works closely with the Health and Consumers Directorate General as it implements EU programmes on health, consumers and food safety. http://ec.europa.eu/eahc/funding/funding.html

INNOVATION EXCHANGE AMSTERDAM IXA

TTT-AI

Thematic Technology Transfer AI (TTT-AI)

TTT-AI Program goal is to generate and support a growing # of AI startups

Thematic Technology Transfer Artificial Intelligence



Program Funded by RVO
Rijksdienst voor Ondernemend Nederland

Dutch TTO's and partners are joining forces

ICAI Innovation Center for Artificial Intelligence

Thematic Technology Transfer Artificial Intelligence

Started July 2021
www.ttt-ai.nl

TTT AI Consortium



LUMO LABS
Investor

Program Funded by RVO Rijksdienst voor Ondernemend Nederland

Affiliated Partners:

- TU Delft
- Universiteit Twente
- Wageningen University & Research
- FruitPunch AI
- UtrechtInc.
- Mercator Launch
- ACE Incubator
- Startup EHV
- Hogeschool Utrecht
- Fontys
- Hogeschool van Amsterdam
- Hogeschool Arnhem/Nijmegen
- Hogeschool Rotterdam
- Dutch Academic Investment Fund
- De Brabantse Ontwikkelings Maatschappij
- OostNL
- ROM Regio Utrecht
- Eindhoven Artificial Intelligence Systems
- AI Innovation Center HTCE
- De Nederlandse AI Coalitie NLAIC
- Innovation Center for Artificial Intelligence
- AI Technology for People – Coalition Amsterdam
- Jheronimus Academy of Data Science
- Innovation Quarter
- TNO
- Maastricht University and UMC
- Erasmus University
- UMCG

TTT-AI Program at a Glance

Thematic Technology Transfer Artificial Intelligence

Creating more potential startups

Building more startups

Financing more startups

More scale ups

Creating and selection new AI cases

ICAI Innovation Center for Artificial Intelligence



Incubation Program

Validation Fund

LUMO LABS

LUMO LABS **ROMs** **VC's**

TTT.AI Partner Funds

Pillar 1: Venture Building

Pillar 2: Pre-Seed Investments

Pillar 3: Investments

Financed by RVO

Thematic Technology Transfer Artificial Intelligence

Pillar 1: Venture Building

"Turning your idea into a startup"

- One year tailor-made incubation program, from idea → investor ready startup
- Individual support, national BD team & mentors & other specialists, cross overs, training, …
- Validation fund, € 25k tickets
- Community, networking and other events
- "Embedded" in national networks: ICAI, NLAIC, Techleap.nl, ROMs





Pillar 2: Pre-Seed Investments

Thematic Technology Transfer Artificial Intelligence

LUMO LABS

TTT.AI Fund managed by LUMO Labs, Eindhoven

Ticket size € 250k, convertible loan, open for co-investors

Experienced Fund Team, with softtech, entrepreneurial and investment background

Experienced support team for the AI start ups, existing of experienced tech entrepreneurs and subject matter experts



Andy Lürling
Founding Partner
Fund manager TTT AI



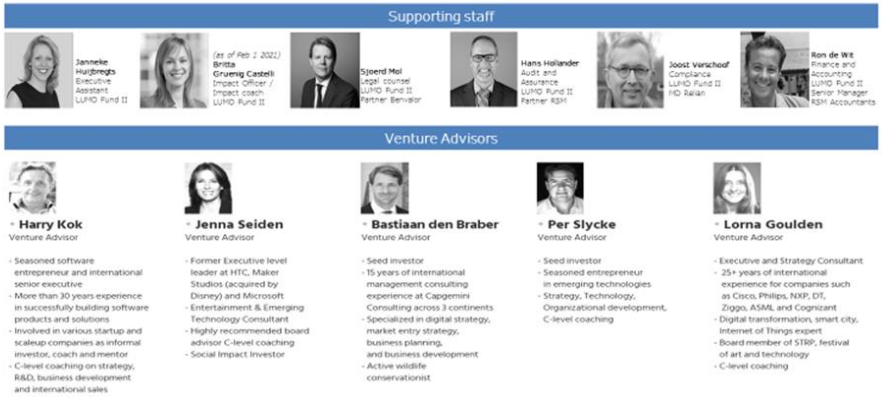
Sven Bakkes
Founding Partner



Thomas Hannes
Principle Investment Manager TTT AI



Daan Dinkla
Analyst TTT AI



Other

- See the **TTT-AI** website www.ttt-ai.nl
- Apply for the **25k vouchers** if it is more than an idea (TRL3+).
- We support you to get it towards an investor ready startup.
- Our **pre-seed investment fund** was a success and is recently closed. We expect to continue with a new fund 2nd half of 2025.
- Contact **Annemieke de Raad**: a.deraad@uva.nl

INNOVATION EXCHANGE AMSTERDAM IXA

FNS – Future Network Services

Especially for the non-AI groups of IvI

Ambition 6G Future Network Services program

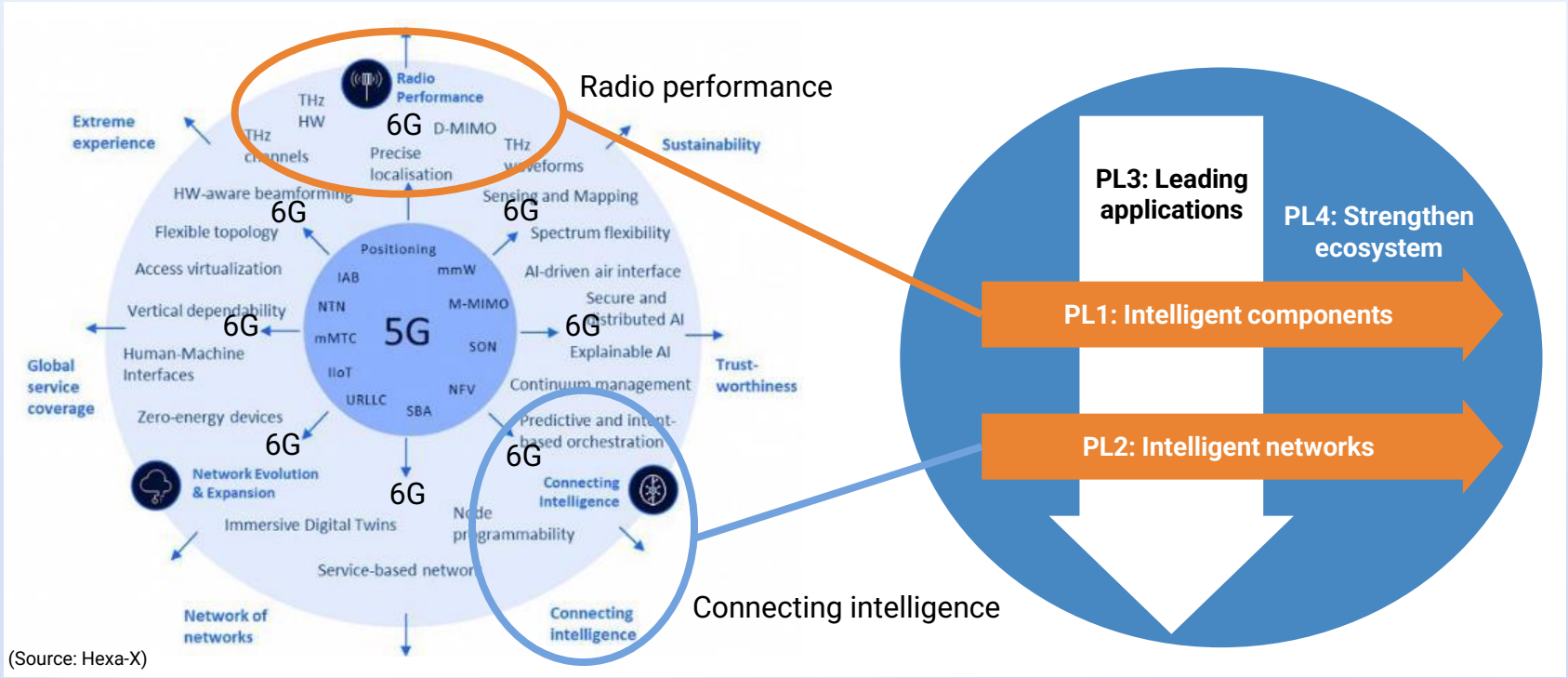
Building a strategic knowledge position for the Netherlands (and Europe) in development and applications of next-generation communication networks (6G)

Strengthen future earning capacity of BV Netherlands, by becoming a leader in development of intelligent components and networks, and their application in most important sectors of Dutch economy

Central core values: Reliability, Sovereignty and Sustainability

Endorsement: Minister Micky Adriaansens at MWC24 - Barcelona

Using existing dutch strengths - developing new ones



(Source: Hexa-X)

The TTT way of working

Support in the academic stage

- Focused thematic screening and scouting by the KTO's of the knowledge institutes
- Direct financial support for high profile cases: **Innovation vouchers of €25k**
- Eyes and ears of multiple institutes: Combine knowledge & IP if and where possible
- KTO support programs and joint **TTT Masterclass Program for Entrepreneurial Education**
- Direct **business development support** if not available at your own institute
- Connections to and collaborations with relevant ecosystems

Other

- See www.futurenetworkservices.nl
- Contact **Peter Westerhuijs**: p.westerhuijs@uva.nl

- UvA Program lead FNS: Chrysa Papagianni, Multiscale Network Systems lvl

INNOVATION EXCHANGE AMSTERDAM

Annemieke de Raad

IP and IP commercialisation

Ownership of IP under employment

Thematic Technology Transfer Artificial Intelligence

- **“Auteurswet” : Dutch law on copyright**
  - Creations made by employees are owned by the employer
  - Master Student (intern/trainee/stage) creations are not owned by the employer
- **“Rijksoctrooiwet”: Dutch law on patents**
  - Inventions made by employees are owned by the employer
  - Master Student (intern/trainee/stage) inventions are not owned by the employer
  - Employee is entitled to a “reasonable” compensation
- **Collective Labour Agreement (“CAO-NU/CAO-NFU”)**
  - Employee is entitled to a compensation
  - “Visiting Scientist Agreement” ? Agreement defines confidentiality & ownership of creations/inventions!

Types of Intellectual Property

Thematic Technology Transfer Artificial Intelligence

Legal right	What for?	How to get?
Patent	New inventions	Application and examination
Trade secret	Valuable information not known to the public	Reasonable efforts to keep secret
Trade mark	Distinctive identification of products or services	Use and/or registration
Registered design	External appearance	Registration
Copyright	Original creative or artistic forms	Exists automatically
Data base right	Using the database	Reasonable efforts to build it

Data IP ?

Thematic Technology Transfer Artificial Intelligence

- **Data** is no **intellectual property as such** (no legal ownership) but can be offered for use (license) under many different regulatory conditions

Patent IP SW/AI

Thematic Technology Transfer Artificial Intelligence

- **Algorithms, as a method, are patentable IP**. How it is realized is not important: logics in a PCB or ASIC, VHDL on FPGA (tesing) or SW on a microprocessor/computer, embedded software
- **A patent will protect the function of SW=the method,** and as such, give stronger protection than copyright
- It must provide a narrowly defined technical solution to a technical problem: for example, **a self-learning algorithm that ‘’allows pattern recognition** is not patentable**’’.** However, **a self-learning algorithm that ‘’fully automatically recognises and brightly lights up malignant patterns in a breast-cancer scan** can be patented with success’
- In some markets (EU) the AI invention should not be (directly) related to a medical method: **it should act on the image and not the patient**

Copyright IP License policy

Thematic Technology Transfer Artificial Intelligence

- Software code is intellectual property and **copyright originates automatically from the act of writing the code**
- Open Science is ‘a’ policy in science
  - The overall goal can be: to increase quality, progress and scientific and societal impact of research and scolarship
  - It can be interpreted as: All academic data and software used for publication should be open, the rest may be closed
    - Discussion: (How) did we implement Open Science policy?
- Open Source is a licensing policy
  - Even when the researcher does not want to claim or do anything with the software, it is not advisable to simply “put software online” without any license.
  - **Without a license, due to copyright, nobody else is allowed to copy, distribute, or modify the code. In a professional working environment this is not desirable**
    - Discussion: (How) did we implement Open Source policy?
- Open Source licensing is increasingly popular (due to Open Science/Open Source policies)

Copyright IP Commercialisation

Thematic Technology Transfer Artificial Intelligence

- Commercialization of Open Source software is possible. The Open Source Services Market is valued at billions of dollars globally and continues to grow as more companies adopt Open Source solutions.
- Many companies commercialize Open Source software by providing:
  - Value-added services (support, training, consultancy)
  - Enhanced versions (add-on features, packaged solutions, integration, or proprietary functionality)
  - Managed services (e.g., SaaS versions of Open Source projects)
- Open Source licenses (50+) range from
  - Permissive: the user may share source code (e.g. Apache) to
  - Restrictive: the user **must share** all source code + derivatives + new code/**improvements**) **under the same platform (e.g. GPLv3)**

Common Open Source Licenses

Thematic Technology Transfer Artificial Intelligence

License	Notable features	Comments
MIT license[7]	Permissive Acknowledgement[#]	Can be easily reused in other code
BSD[8]	Permissive Acknowledgement	Can be easily reused in other code
Apache license 2.0	Permissive Acknowledgement	Can be easily reused in other code
GNU* GPL[9]	Copyleft	Can only be reused in GPL licensed code
GNU* AGPL[10]	Copyleft Specific for network server software	Can only be reused in GPL licensed code
GNU* LGPL[11]	Copyleft Allows linking of open source and non-open source libraries	Can only be reused in (L)GPL licensed code, but can be distributed with linked non-open source packages.
Creative commons^	Versatile, due to different versions with different restrictions being available.	Not a software license

Copyright IP Commercialisation

Thematic Technology Transfer Artificial Intelligence

- Permissive licenses (e.g., MIT, Apache) do make it easier for others to use the code, including competitors, without strong obligations.
- Permissive licenses are often favored for commercialization precisely because they impose fewer restrictions, which encourages adoption and innovation
- This can reduce the incentive for exclusive partnerships or commercialization by a single entity
- Dual licensing: If your code is distributed Open Source by a commercially restrictive license (GPLv3) specific proprietary activities of a company **can be allowed by a permissive license offered in return for a payment**. This is **in addition to the commercially restrictive license already offered to the non-commercial community for free**. This offers the opportunity to earn an income and still serve the Open Science community as they are not bothered by commercial proprietary restrictions
- **Open Source licenses usually contain implicit or explicit patent grants** and often even patent retaliation clauses. This ensures users can use the software without patent-related concerns and it discourages patent lawsuits.
- To avoid Open Source licensing (and its implications for patents) it is possible to use other ‘Public Domain dedications’ for copyright such as CC0 (creative commons) and Unlicense

INNOVATION EXCHANGE AMSTERDAM IXA

Paul Groth

spin-off venture Longform.ai

INNOVATION EXCHANGE AMSTERDAM IXA

Q&A

Your questions, what are your ideas, what are your needs?

Thank you

www.ixa.nl | info@ixa.nl

Contact your IXA support

IXA UvA	+31 (0) 20 525 5417	ixa@uva.nl
IXA HvA	+31 (0) 20 525 5417	ixa@hva.nl
IXA VU	+31 (0) 20 598 9905	ixa@vu.nl
IXA Amsterdam UMC, AMC	+31 (0) 20 566 5056	info@ixa.nl
IXA Amsterdam UMC, VUmc	+31 (0) 20 444 5836	info@ixa.nl