

CHALLENGING
CONVENTIONAL
THINKING



ECIU IMPACT SUMMIT

From Valorisation to Impact

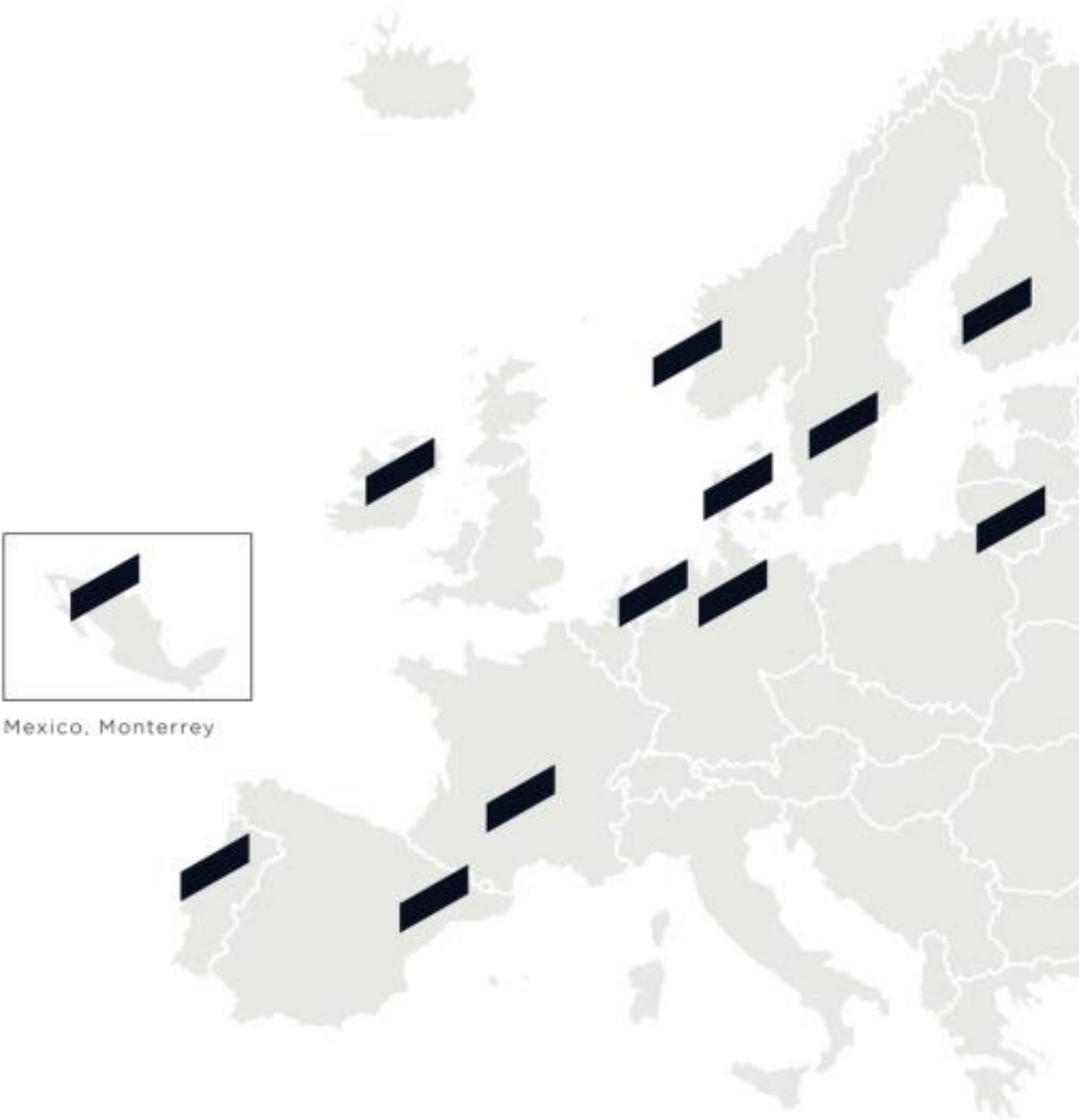
12 March 2025

CHALLENGING
CONVENTIONAL
THINKING



From Valorisation to Impact

12 March 2025



Welcome, Jan-Ingvar Jönsson

**Presentation of ECIU paper 'From
Valorisation to Impact' by Mindaugas
Bulota**

**European Commission Innovation
Agenda by András Inotai**

Q&A

Impact Case Studies

Closing remarks

Reception and Innovation Showcase

www.mentimeter.com

Code: 7856 9377

**CHALLENGING
CONVENTIONAL
THINKING**



Welcome

Jan-Ingvar Jönsson,
ECIU President and Rector Linköping University

**CHALLENGING
CONVENTIONAL
THINKING**



From Valorisation to Impact – Paper

Mindaugas Bulota,

Chair of the ECIU Innovation Directors Group and
Head of the National Innovation and
Entrepreneurship Center at Kaunas University of
Technology

**CHALLENGING
CONVENTIONAL
THINKING**

Q&A

CHALLENGING
CONVENTIONAL
THINKING



From Valorisation to Impact

12 March 2025

The future — — of European competitiveness



**“Need to
commercialise
research results”**

TOP 20 companies by capitalization

- **Apple** – \$3.591T – USA
- **Microsoft** – \$2.923T – USA
- **Nvidia** – \$2.749T – USA
- **Alphabet (Google)** – \$2.129T – USA
- **Amazon** – \$2.111T – USA
- **Saudi Aramco** – \$1.694T – Saudi Arabia
- **Meta (Facebook)** – \$1.322T – USA
- **Berkshire Hathaway** – \$967.99B – USA
- **TSMC** – \$867.78B – Taiwan
- **Eli Lilly** – \$830.88B – USA
- **Broadcom** – \$761.91B – USA
- **Tesla** – \$729.18B – USA
- **Walmart** – \$645.83B – USA
- **Novo Nordisk** – \$607.53B – Denmark
- **JPMorgan Chase** – \$588.94B – USA
- **Visa** – \$563.06B – USA
- **Exxon Mobil** – \$527B – USA
- **Mastercard** – \$431B – USA
- **Procter & Gamble** – \$396B – USA
- **Samsung Electronics** – \$390B – South Korea

Recommendations (Draghi's report)

- **Massive Investment:** Proposes annual investments of €750–800 billion (approximately 4.7% of EU GDP) to catch up with global competitors like the U.S. and China.
- **Coordinated Industrial Policy:** Advocates for a unified industrial strategy to streamline decision-making and resource allocation across member states.
- **Fiscal Policy Reforms:** Suggests introducing joint borrowing mechanisms to fund collective projects, though this proposal faces opposition from certain member states.
- **Digital and Green Transformation:** Emphasizes investing in digital infrastructure and green technologies to drive sustainable growth.
- **Enhanced EU Budget:** Calls for increasing the EU budget to support strategic investments, despite differing views among member states on fiscal expansion.

ENRICO LETTA

MUCH MORE THAN A MARKET

SPEED, SECURITY, SOLIDARITY

Empowering the Single Market to deliver a sustainable future and prosperity for all EU Citizens

April 2024



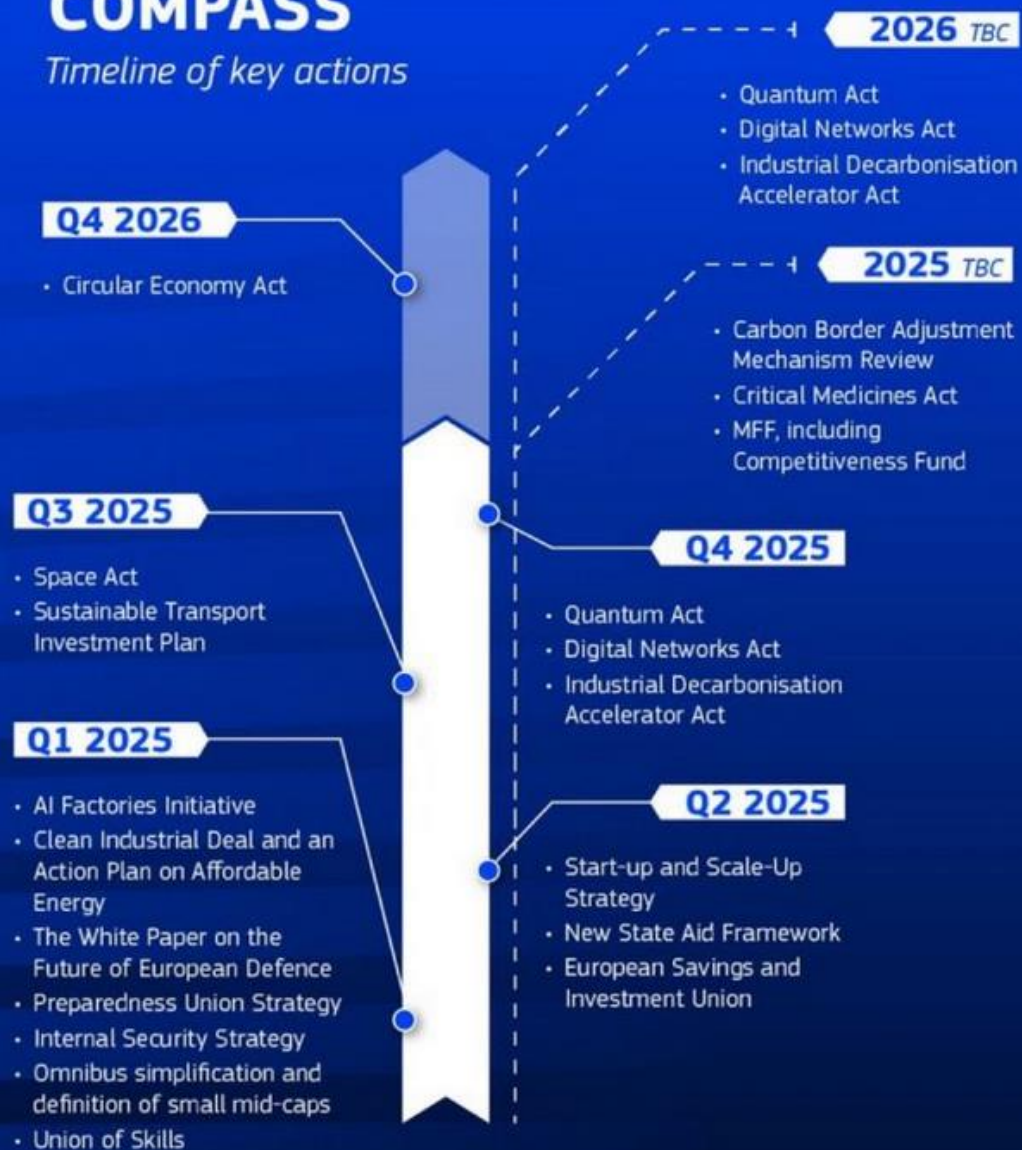
**“need to eliminate
obstacles to the free
circulation of
knowledge”**

Recommendations

- **Deepening the Single Market:** Proposes measures to enhance the internal market by removing existing barriers and promoting cross-border cooperation.
- **Digitalization Initiatives:** Recommends policies to accelerate digital adoption among businesses and consumers within the Single Market.
- **Sustainability Focus:** Advocates for integrating environmental considerations into market policies to align with the EU's green objectives.
- **SME Support:** Suggests creating a more favorable environment for small and medium-sized enterprises to thrive across member states.
- **Market Surveillance Enhancements:** Calls for improved enforcement of market rules to ensure fair competition and protect consumers.

COMPETITIVENESS COMPASS

Timeline of key actions



ECIU

Universities: 3 times
Education: 4 times
Research: 19 times
Skills: 27 times
Companies: 40 times
Innovation: 50 times
Industry: 70 times

Key insights

- **Innovation Performance:** Highlights areas where the EU lags in innovation, particularly in comparison to the U.S. and China.
- **Investment Gaps:** Identifies sectors needing increased investment to boost productivity and economic resilience.
- **Regulatory Environment:** Evaluates the impact of current regulations on business competitiveness and suggests areas for simplification.
- **Digital Adoption:** Assesses the rate of digital technology adoption across industries and proposes measures to accelerate this transition.
- **Sustainability Metrics:** Provides data on the EU's progress toward sustainability goals and the competitiveness of green industries.



ECIU RECOMMENDATIONS

Overview of ECIU's Proposals for Enhancing European Competitiveness

- **Objective:** Strengthen Europe's competitiveness by accelerating knowledge valorisation.
- **Role of Universities:** Sources of knowledge and innovation, positively impacting local, regional, European ecosystems.

Key Proposals

- - Support for entrepreneurial culture in universities.
- - Increase valorisation of research results.
- - Being key stakeholders in European Commission strategies like the European Innovation Act.

Key Strategies for Fostering Innovation and Entrepreneurship

- **Entrepreneurial Culture**

- - Integrate entrepreneurship in university curricula and promotion pathways.
- - Encourage industry-academia partnerships and dual appointments.

- **Knowledge Transfer**

- - Create efficient pathways for research and industry cooperation.
- - Streamline intellectual property rights across the EU.

- **Financial Support**

- - Address the 'valley of death' in innovation with early-stage funding.
- - Enhance funding mechanisms like the European Innovation Council for high-risk ideas.

Addressing State Aid and Enhancing Spinout Support

- **State Aid Rules:**
 - - Clarify application for university knowledge and technology transfer.
 - - Modify rules to aid licensing and acquisition of IP from university research.
- **Academic Spinouts:**
 - - Increase flexibility in financial support post-spinout formation.
 - - Improve access to university infrastructure for early-stage spinouts.
 - - public procurement rules should support early adoption of innovations



**Committed to
making an impact**

CHALLENGING
CONVENTIONAL
THINKING



From Valorisation to Impact

12 March 2025

**CHALLENGING
CONVENTIONAL
THINKING**

Impact Case Studies

Prof Esa Räsänen, Tampere University

Aiden Boran, CEO GaitKeeper, Dublin City University



MoniCardi

Monitoring of Cardiac Health Made Simple

SPARK
—FINLAND

novo
nordisk
fonden

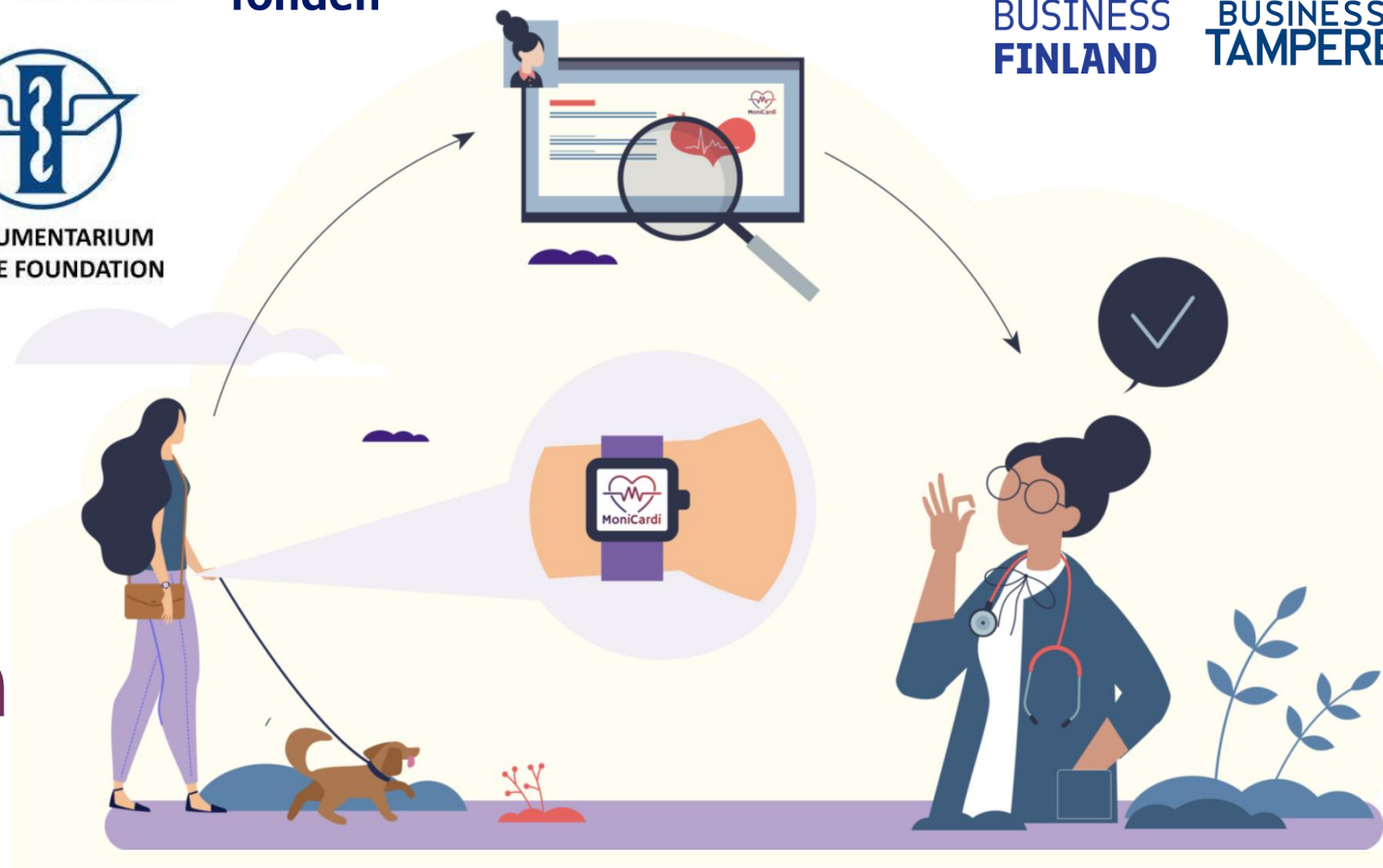


INSTRUMENTARIUM
SCIENCE FOUNDATION

 Tampere University

BUSINESS
FINLAND

BUSINESS
TAMPERE



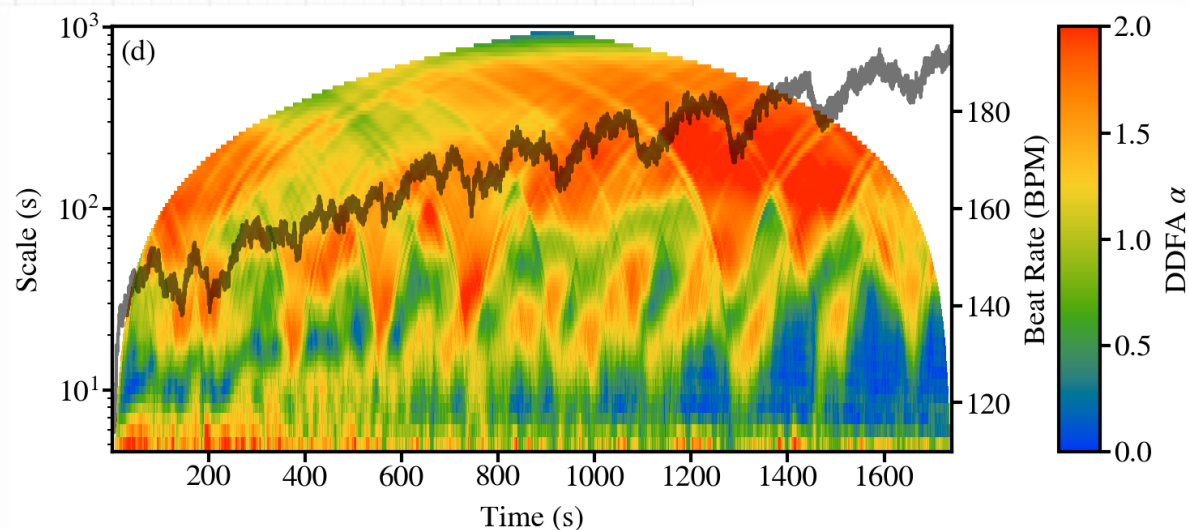
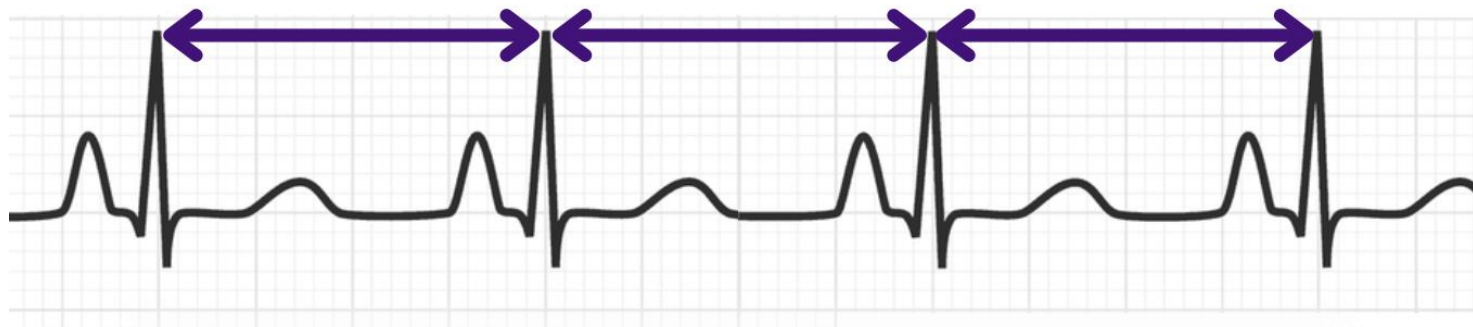
CEO, Prof. Esa Räsänen | esa.h.rasanen@gmail.com | +358 50 301 3386 |
www.moniscardi.com

The Problem

- Cardiovascular disease is the world's #1 killer with 32% of all deaths.
- Projected global costs are set to reach \$1 trillion by 2030.
- Current heart-rate (HR) wearables fall short in clinically-relevant insights for early intervention.
- The challenge is not in HR signal quality but in unlocking clinically valuable insights from beat-to-beat data.



Heart rate variability: Changes in beat-to-beat intervals are complex



Solution & Product



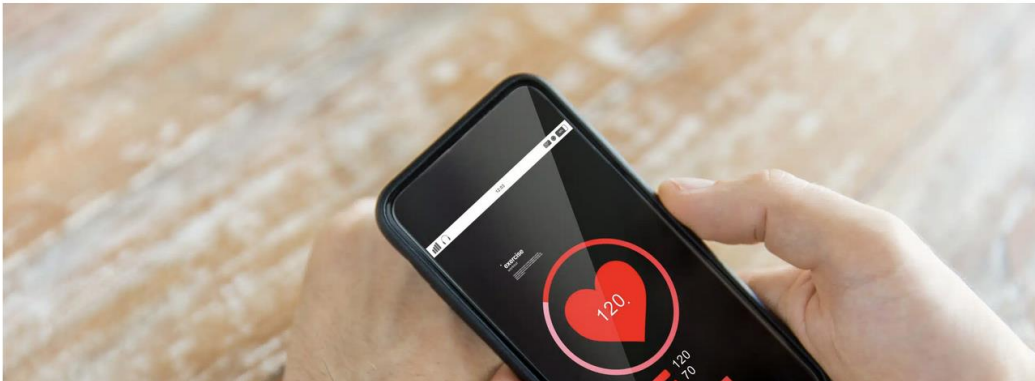
HOME FEATURED LATEST TOPICS ▾ ABOUT A4M ▾

Home > Cardio-Vascular > Predicting Sudden Cardiac Death

Predicting Sudden Cardiac Death

This method is not dependent on other measures and could be integrated into many applications such as wearables giving it great potential for pre-diagnosis and identification of patients who may be at risk of sudden cardiac death.

June 14, 2024



Smartwatches may soon detect congestive heart failure

electronic
specifier

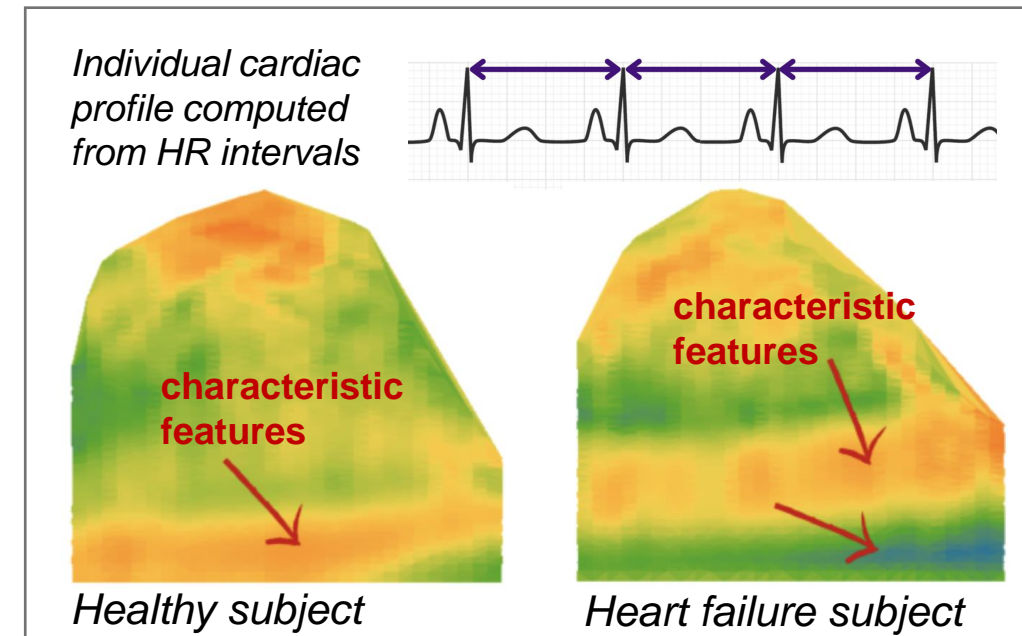
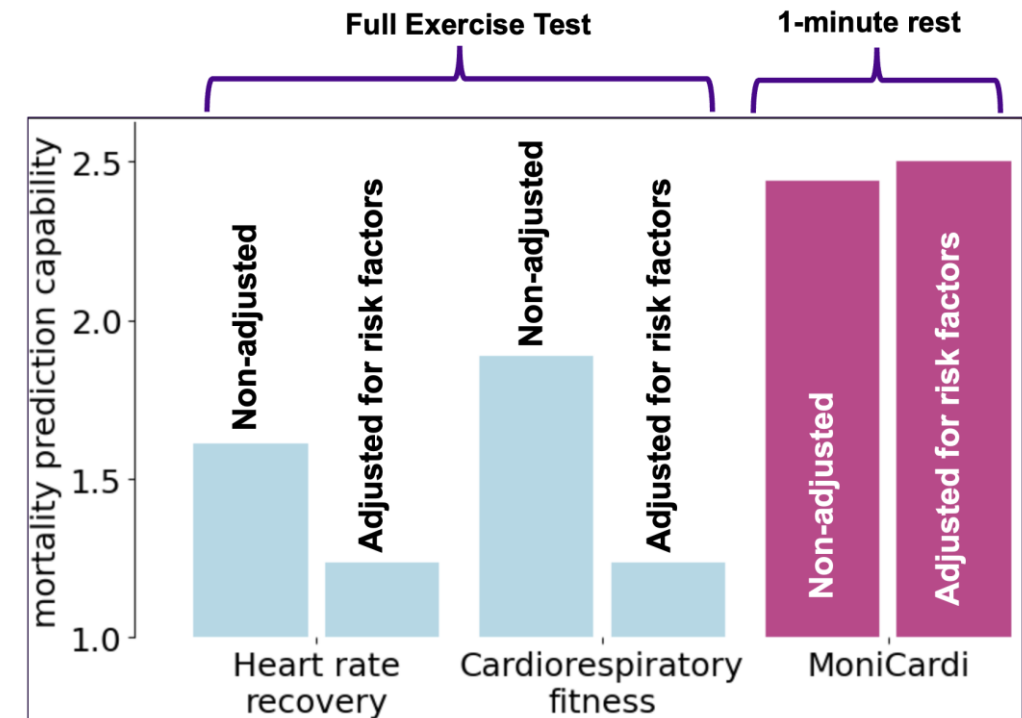


A team of physicists at **Tampere University** has developed a method for detecting **congestive heart failure** with greater ease and precision.

Solution & Product

- **Cardiac risk assessment** with 30-second HR measurement – **with any HR device**
- Detection of **heart diseases** such as heart failure
- Determination of **metabolic thresholds**
- Superior **sleep & stress assessment**
- Superior **QT correction** for ECG analysis

- R&D supported by **>1.5 MEUR of public funding**
- **Three extensive patents** in RR and QT analysis.
- Validation in **20+ high-impact publications**
- Customer validation through existing **partnerships**
- Awarded **50 KEUR Innovation Prize** in Feb 2025



Markets & Traction



Licensing Deal in Fitness Wearables

Secured licensing
agreement with Suunto



Partnership in Digital ECG

Partnered with
Cardiolex



Negotiations in Consumer Health

Engaged with two global
leaders in wearables.



SUUNTO

*Recognized player in wearables,
especially endurance sports*



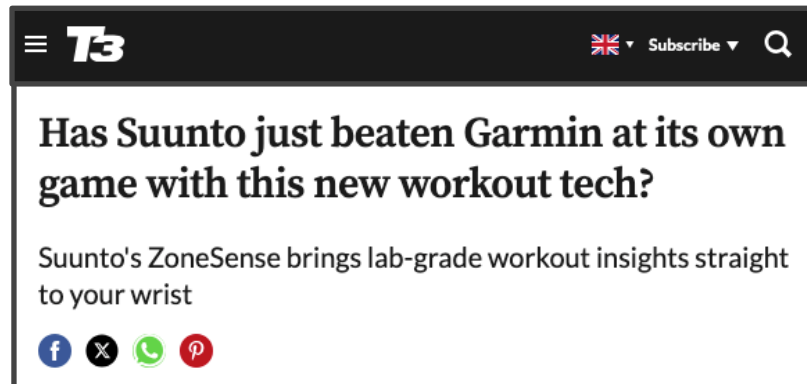
*Prominent player in digital ECG
Covers 70% of Swedish hospitals*



Press release | Research

Cutting-edge technology from Tampere University now powers Suunto's products

Published on 18.9.2024



ALBERT R. BROCCOLI'S EON PRODUCTIONS PRESENTS PIERCE BRUSNAN AS IAN FLEMING'S JAMES BOND 007TM

007TM

The World Is Not Enough

ALBERT R. BROCCOLI'S EON PRODUCTIONS PRESENTS PIERCE BRUSNAN AS IAN FLEMING'S JAMES BOND 007TM IN "THE WORLD IS NOT ENOUGH" SOPHIE MARCEAU ROBERT CARLYLE DENISE RICHARDS ROBBIE COLTRANE AND JUDI DENCH
COSTUME DESIGNER LINDY HEMMING MUSIC BY DAVID ARNOLD EDITOR JIM CLARK DIRECTOR OF PHOTOGRAPHY ADRIAN BIDDLE BSC PRODUCTION DESIGNER PETER LAMONT LINE PRODUCER ANTHONY WAYE STORY BY NEAL PURVIS & ROBERT WADE SCREENPLAY BY NEAL PURVIS & ROBERT WADE AND BRUCE FEIRSTEIN
PRODUCED BY MICHAEL G. WILSON AND BARBARA BROCCOLI DIRECTED BY MICHAEL APTED

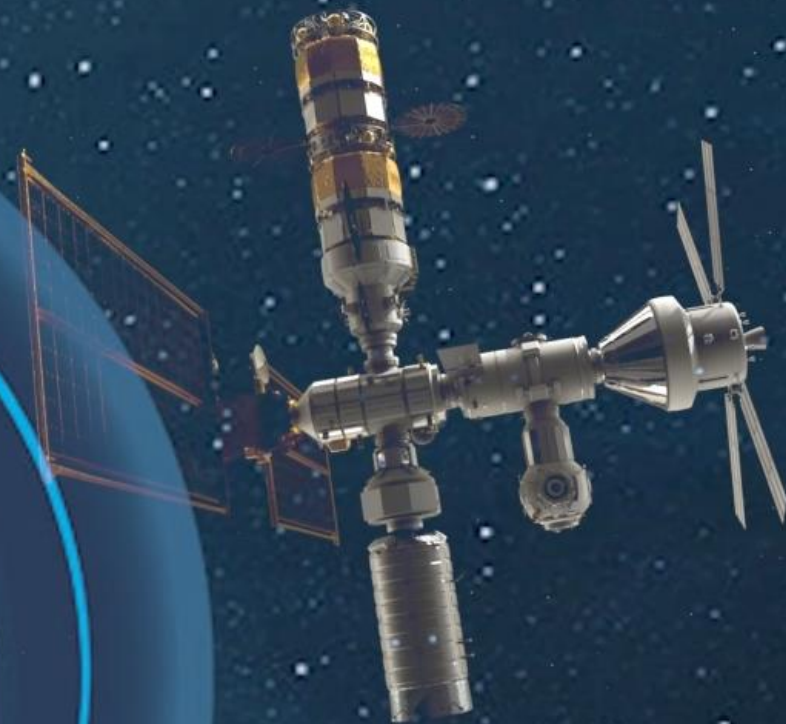
TITLE SONG BY GARBAGE
PERFORMED BY GARBAGE
SOUNDTRACK ALBUM AVAILABLE ON
RADIOACTIVE RECORDS MCA RECORDS, INC.
MCA
FANAVISION
DOLBY DIGITAL



www.mgm.com

www.jamesbond.com

THE WORLD IS NOT ENOUGH © 1999 Danjaq, LLC and United Artists Corporation. All Rights Reserved. 007 Gun Symbol Logo © 1962 Danjaq, LLC and United Artists Corporation. All Rights Reserved. James Bond and 007 Gun Symbol Logo TM Danjaq, LLC. Artwork & Design © 2000 MGM Home Entertainment Inc. All Rights Reserved. Distributed by MGM Home Entertainment Inc. Available exclusively through Twentieth Century Fox. Dolby and DOLBY are trademarks of Dolby Laboratories Licensing Corporation.

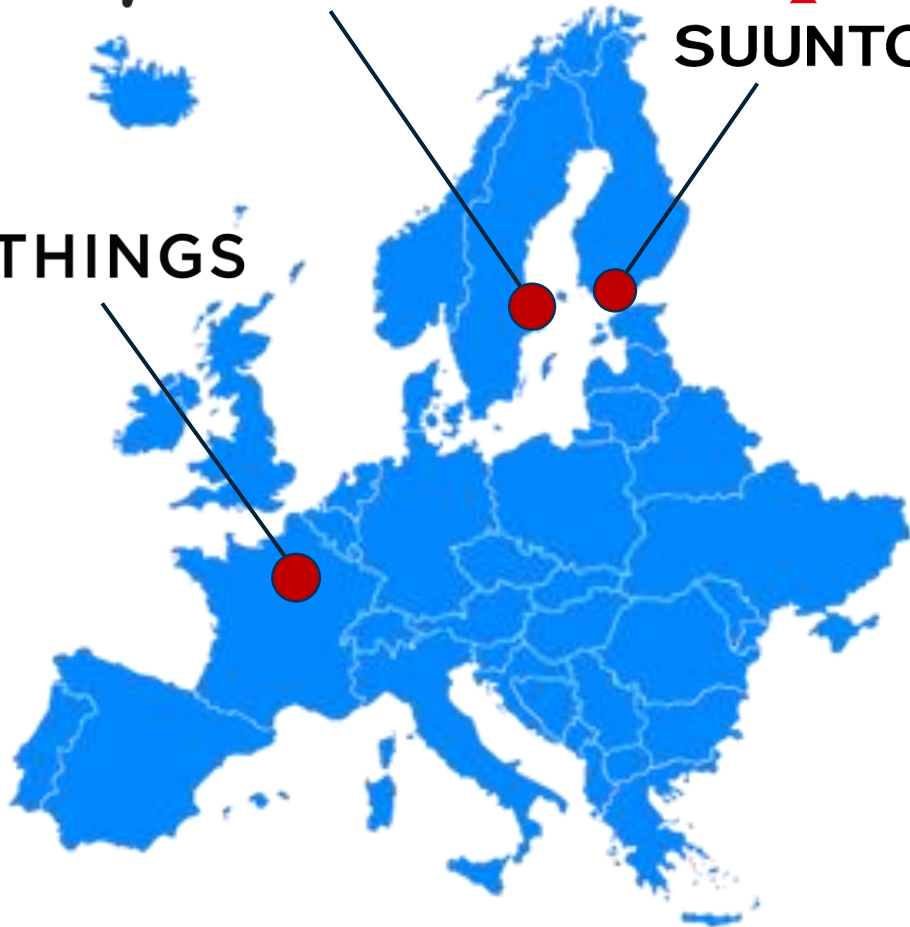


ESA BIC & Our European Partners – Fostering Innovations in Europe



SUUNTO

WITHINGS



Team

The MoniCardi founder team of three physicists is driven by a mission to scale cardiac health solutions globally, based on top-tier research with leading cardiologists. Supported by expert business and medical advisors, they're dedicated to rapid growth and device-ready innovation.

MANAGEMENT



Esa Räsänen
CEO, Prof., Dr. Sci.



COO / CFO



Teemu Pukkila
CTO, MSc



Matias Kanninen
CMO, MSc



Kimmo Sundqvist
CLO, LL.M.

BUSINESS ADVISORS



Steffen Ernst
MD, PhD, MBA



Marko Korkiakoski
Business Advisor



Laura Koivusalo
CEO, StemSight

MEDICAL ADVISORS



Katriina Aalto-Setälä
Professor of Physiology



Merja Perhonen
MD, Exercise
Medicine



Jussi Hernesniemi
Professor of Cardiology

Thank You!

We look forward to further discussions regarding B2B or academic collaboration – or funding opportunities.

Contact: Esa Räsänen

esa.h.rasanen@gmail.com

Tel. +358 50 301 3386

<http://www.linkedin.com/in/esarasanen>



MoniCardi



Using **AI** and **AR** to **predict** frailty, falls risk and rehabilitation progress among **older adults** using your mobile **phone**.

DR. AIDAN BORAN
FOUNDER/CEO

DIGITAL **GAIT** LABS



Back to 2019.

A close-up, high-resolution photograph of an elderly woman's face. Her eyes are light blue and looking directly at the camera. Her skin is wrinkled, particularly around the eyes and forehead. The lighting is soft, highlighting the texture of her skin. A semi-transparent dark grey banner is overlaid across the middle of the image, containing white text.

Why can't all EU citizens live to be 100 years of age

Living Longer

Built a *Reactive Healthcare System*, not a Predictive System

A person wearing a dark long-sleeved shirt is shown from the chest down, reaching forward with their right hand to place a single red domino into a horizontal line of white dominoes. The dominoes are standing upright on a dark, reflective surface. In the background, several white chess pawns of different sizes are visible, suggesting a strategic or predictive theme. The lighting is dramatic, highlighting the hand and the dominoes against a dark background.

Is predictive healthcare possible ?

Gait: The Digital Biomarker for 21st century

Predictive

Future cognitive and functional decline [1].

Standardised

- World Falls Guidelines [2].

Impactful

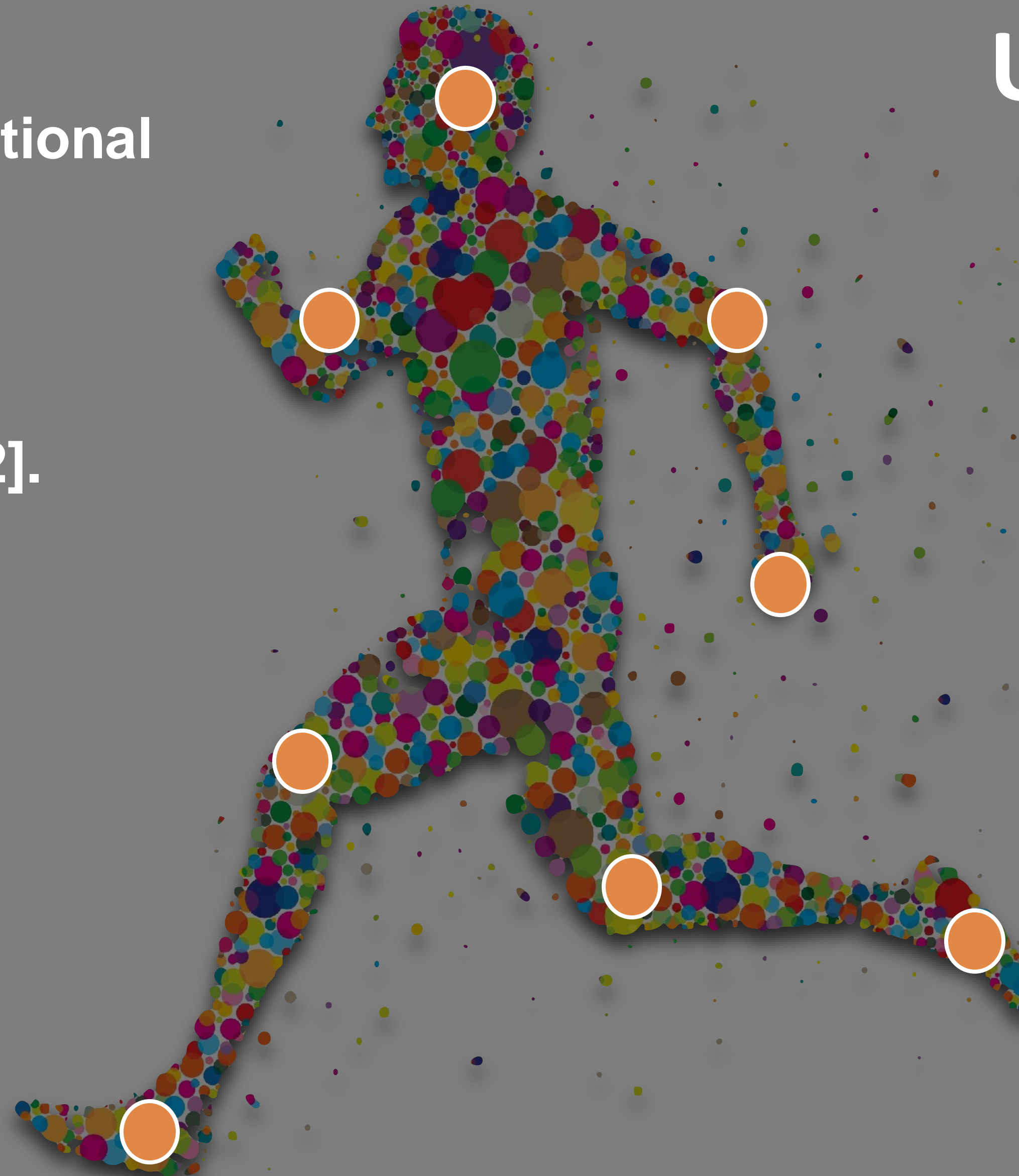
Strongly correlated with future health needs including resource usage and response to rehabilitation [3]

Universal Access

Digital

Easy to Collect

Fast



[1] First published: 22 November 2016 | <https://doi.org/10.1111/jgs.14346>

[2] First published: 22 November 2016 | <https://doi.org/10.1111/jgs.14346>

[3] JAMA Cardiol. 2016;1(3):314-321. doi:10.1001/jamacardio.2016.0316

GaitKeeper



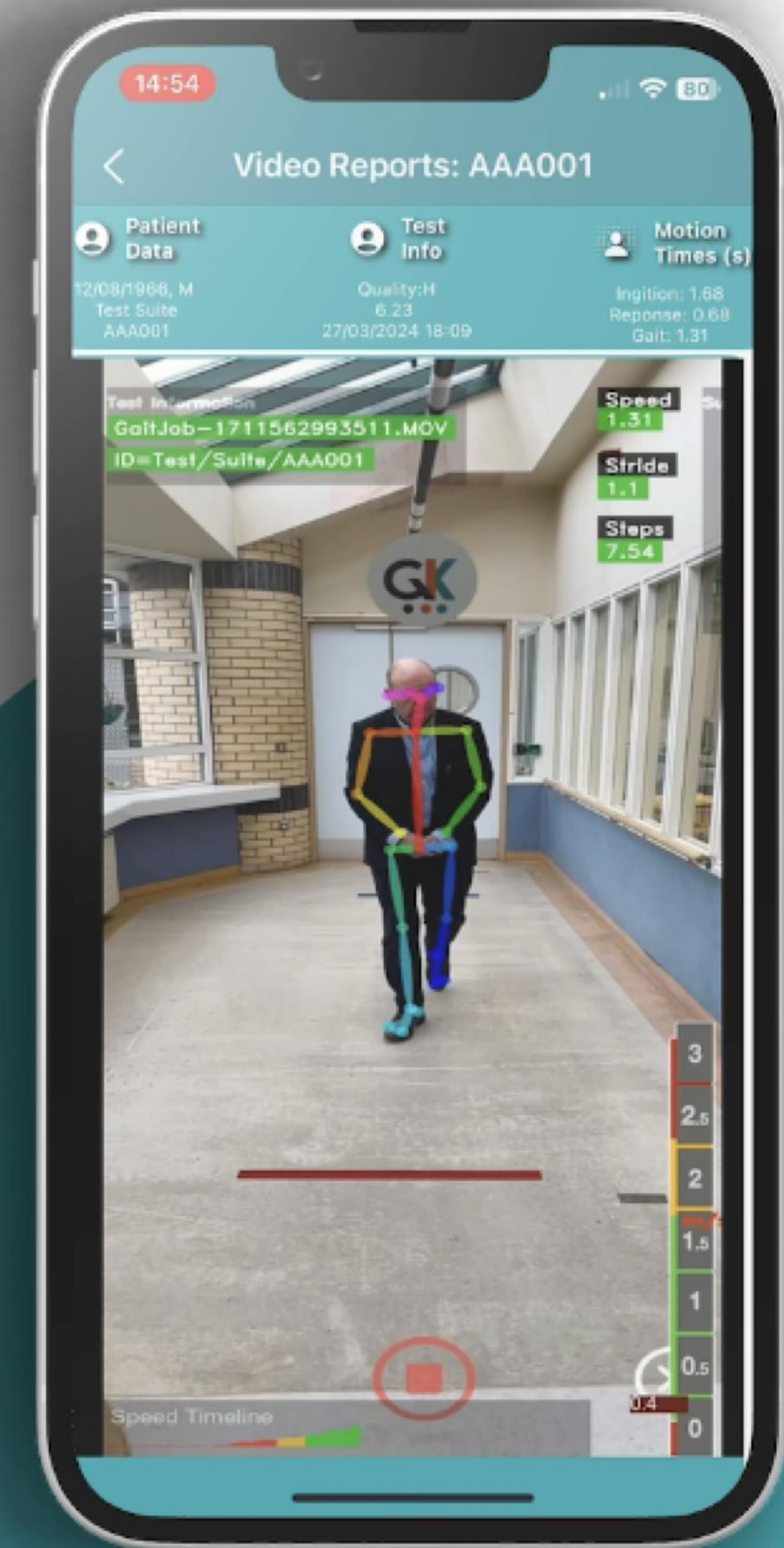
GaitKeeper addresses a **global unmet clinical need**.

The challenge was how to objectively assess frailty and falls risk among older adults **in a standardised, repeatable way** across healthcare settings.

For clinicians, **GaitKeeper is a game-changer** in identifying the **one in three** adults in the older EU population who are impacted by frailty and falls.

Software as a Service, Cloud Based
B2B, B2C Offerings
AI/AR

GaitKeeper is a CE Marked, Class 1 Medical Device



DIGITAL GAIT LABS

Impact: Have we made a difference ?

8 LICENCES, REVENUE GENERATING

[FALLS, FRAILTY, STROKE REHAB,
MOTOR NEURON & INTELLECTUAL DISABILITIES]

STRONG SALES PIPELINE FOR 2025/26

250K IMAGES PROCESSED BY AI

**ENCOURAGING PATIENT IMPACT DATA
EMERGING**

What would we say to our 2019 selves?

MULTI DISCIPLINARY EFFORT

LONG TERM RELATIONSHIPS

RESEARCH, SALES &
CLINICAL PARTNERS

TRADITIONAL ENTREPRENEURIAL
MODELS DON'T FIT H/C

CAPITAL STREAM

Future

Bring 'Digital Gait Labs' into every hospital, rehab centre and care home.

Make longitudinal gait assessments as easy as taking a patient's temperature.

Introduce new products in adjacent healthcare pathways, expand into new h/c areas.

Scale company and sales into EU and USA markets.

Raising investment.

THANKS



TALLAGHT UNIVERSITY HOSPITAL

Ospidéal Ollscoile Thamhlachta

An Academic Partner of Trinity College Dublin



DCU INVENT

