AIM-IT

Accelerating Innovation and Market Introduction through Topsports

What challenge or problem are you addressing? What is the need for the project?

Up to 85% of all materials, health & life science, smart services and food innovations do not make it to market introduction, or fail quickly. This is due to lack of earnings capacity, costly quality and regulatory approvals, barriers to internationalization, etc. Eliminating these barriers and smart partnering will lead to successful market introduction. Opportunities, facilities and partners are partly present in our region. Cooperation with EU-regions offering complementary opportunities, facilities and partners will help facing the challenge of successful market introduction of these type of innovations.

Objective of the project: What your project wants to achieve/change

To help 50 innovations per year enter the worldwide market successfully by using the opportunities, facilities and partners sports offers. These innovations will be connected with partners in sports, especially (but not exclusively) with top athletes who will become testers, launching customers and worldwide ambassadors for the innovations.

Why do you need transnational cooperation?

Worldwide implementation of innovations in materials, health & life science, smart services and food asks for a wide diversity of expertise and market knowledge. Our region alone cannot offer this expertise. Partnering with regions in Northwest Europe will offer the market knowledge, partners (e.g. top athletes), facilities, country-specific regulatory expertise, etc. to reach our objective.

What kind or partners are you looking for?

We are looking for partners who focus on supporting market introduction of innovations through sports. Who have facilities (test centers, labs, ...) to speed up development. Who have specific expertise, like quality-, regulatory-, market expertise. Partners that focus on accelerating worldwide market introduction through sports and need complementary expertise, facilities and partners.

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